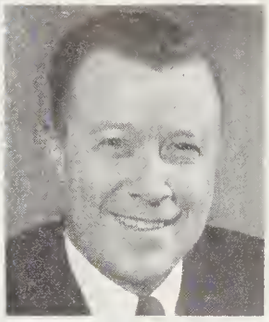
AUG 12 1955

The Carolina Farmer

NORTH CAROLINA'S RURAL ELECTRIC MAGAZINE

Labor and the Farmer



CIO President Walter Reuther discusses some common goals.

— See Page 8

UGUST, 1955

LIBRARIAN
UNIV OF N CAROLINA
CHAPEL HILL N C

BACCOLAND, USA
Heel growers get set market a record crop

So Big, So Convenient, Such a Buy!

G-E Upright Freezer, $399.95

NEW
Easy-Freeze Trays for loose-pack freezing!
HANDY
ice cream conditioner keeps ice cream at easy-spooning temperature!
BIG
Stor-well under baskets comfortably holds turkeys, roasts, other bulky items!
UPRIGHT FREEZER

You're looking at the easiest-to-use food freezer ever designed.

This great new 15-cubic-foot G-E Upright Freezer holds 525 pounds of frozen foods. Yet it takes less than a three foot square of floor space. You get famous G-E dependability, too, plus all these other G-E conveniences and advantages:

- All-aluminum liner for fast freezing
- Five freezing surfaces, 3 shelves, plus top and bottom
- Two three-position sliding shelves
- Two easy-reach baskets on nylon rollers
- Eye-level, adjustable temperature control
- Two deep door shelves for small items
- Package stacking shelf—easy to see, easy to reach
- Frozen juice can dispenser
- Automatic interior light
- Interior color—yellow and blue
- Perfect-Seal cabinet construction
- 2-coat baked enamel finish over bonderized steel
- Hermetically sealed-in refrigeration mechanism
- Freon 12 refrigerant—safe, odor free
- Wire type, natural draft condenser
- Laminar glass fiber insulation
- Wrap-around, trigger-action latch with built-in lock
- Fail-safe alarm system

Ask your G-E dealer about easy terms. Prices and specifications subject to change without notice.

WALKER MARTIN, INC.
DISTRIBUTORS, RALEIGH, N. C.

See this and other G-E Freezer values at your G-E dealer's

GENERAL ELECTRIC

the Carolina Farmer

Reg. U. S. Patent Office

JERRY ANDERSON, Editor

REBEKAH RIVERS, Assistant Editor • LYNN BRUNSON, Editorial Assistant

Volume 10 August, 1955 Number 8

COPYRIGHT 1955 BY TARHEEL ELECTRIC MEMBERSHIP ASSOCIATION. ALL RIGHTS RESERVED.

FACING FACTS . . .

There is growing speculation in Washington these days as to the future plans of REA Administrator Ancher Nelsen. Most of the rumors center around the possibility of his resigning early next year to become the Republican candidate for governor in Minnesota.

Nelsen himself has given no public hint that this will happen. He seems to enjoy his REA job, though he sometimes speaks wistfully of returning to his Minnesota farm. Those who are closest to him say he would like to do that, aid resume his state political activity as a sideline. Prior to his REA appointment in 1953 he was Lieutenant Governor of his state.

Capitol observers doubt, however, that Republican party leaders would be content with Nelsen's retirement to the farm. He is a very personable man with demonstrated ability to win the rural vote. His Washington career should further strengthen this appeal. It is felt that even if Nelsen personally did not want to make the gubernatorial race he would find it difficult to withstand Republican pressures.

Rural electric people view the possibility of a Nelsen resignation with keen interest. The political implications of such a move are highly significant. It goes without saying that another Republican would be named to replace him. That would present the Democrats with a real dilemma if they should win the White House next year. They screamed loud and long when Claude Wickard was forced to resign, to be succeeded by Nelsen. That violated the REA Act, they said, which specifies that an Administrator be appointed for a ten-year term, and that he not be removed for political reasons.

It is doubtful that Nelsen, a strong party man, would care to remain under a Democratic administration. A new man, however, say a career employee, might claim the protection of the REA Act. The Democrats would then face the prospect of a Republican in a major appointive post or the necessity of eating their strong words about poltical influence in REA. It will be interesting to see what happens.

—*JERRY ANDERSON.*

This Month

NEWS

Co-ops Await Kerr Project Contract 7
1955 Tobacco Crop 7
4-H Electric Demonstrations 14

FEATURES

The Power of Abundance 8
Room Air Conditioners 12
Voluntary Health Insurance 13

DEPARTMENTS

Tarheel Farming 4
Washington Report 5
Willie Wiredhand 18
Homemaking 20
Tips from the Vet 24
Hale 25
Editorials 26

Photo by May Tharpe

ABOUT THE COVER

There's nothing quite like the opening of a tobacco market. The good, strong smell of the cured leaf, the sing-song chant of the auctioneer, the quick tongues of penhookers and film-flam artists, the hordes of small boys who romp through the warehouse in celebration of this climax to a long, hot summer. The wide-eyed romper on the cover is Frank Faulkner of Milton.

OFFICIAL PUBLICATION

TARHEEL ELECTRIC MEMBERSHIP ASSOCIATION

P. O. BOX 1699 • RALEIGH, N. C.

WILLIAM T. CRISP, *Manager and General Counsel*

EDITORIAL BOARD: R. R. Edwards, Dunn; E. D. Bishop, Shallotte; R. S. Burrus, Dobson; A. B. Hurt, Nathans Creek; and J. E. Morrison, Maxton.

THE CAROLINA FARMER is publised monthly by the Tarheel Electric Membership Association, P. O. 1699, Raleigh, N. C. Editorial and Advertising Offices, Suite 914 Commercial Building, Raleigh, N. C. Second-class mail privileges authorized at Raleigh, N. C. Additional entry at Richmond, Va. Subscription price 42c per year. Title registered U. S. Patent Office.

Tarheel FARMING

A Digest of the Month's Most Significant Farm News

Rate Down on Emergency Loans

The interest rate on emergency loans to farmers has been cut back to three per cent. These loans are advanced by the Farmers Home Administration in disaster areas to help repair farm losses caused by drought, flood, tornadoes, and the like. Early this year, FHA decided to boost the interest rate from three to five per cent. Many weeks passed before the change became generally known in Washington. USDA Secretary Benson defended the increase. Congressional members, however, raised a great cry, and legislation was immediately introduced in both houses to make the old three per cent generally applicable. The President signed the resulting bill without protest. The new interest rate will apply to emergency loans made on or after July 7, and no adjustment in the rates charged on those loans made between January and July when the higher rate was in effect will be made.

Market Hog Show

The first annual North Carolina State Market Hog Show and Sale will be held in Raleigh at the State Fairgrounds on August 24. The state's boys and girls between the ages of 10 and 20 will be eligible to compete in the junior division, while any North Carolina resident may compete in the adult division. In this division, each of the following seven breeds will show for an individual champion: Berkshire, Duroc, Hampshire, Poland China, Spotted Poland China, Tamworth, and Yorkshire. Crossbreeds between any of these breeds will be designated by the weighing and entry committee. Entries in the junior division will be shown on weight classifications only. The show is open to barrows and gilts between the weights of 180 and 250 pounds. Classification will be for lightweight barrows and gilts between the weights of 180 and 210 pounds. Heavyweight barrows and gilts will be limited to weights of 211 to 250 pounds. Each exhibitor is limited to two entries in each class. No animal is eligible to compete in more than one class and all must be sold at auction following the show. All animals must be weighed in and catalogued between the hours of 6:30 a.m. and 9 p.m. on Tuesday, August 23.

Broiler Prices Up

Broiler prices ranged from 10 to 15 per cent higher from May 1 to July 1, 1955 than for a similar period last year. One determining factor in the three cents per pound increase is that processors have expanded their market territory to new areas, especially to the mid-west and New England. New customers have helped relieve the pressure of sellers to take customers away from each other by cutting prices. Other factors are: Cool weather up to July, enabling broilers to acquire a finer finish and higher quality that caught the housewives' eye; more retailers carrying broilers through the entire week rather than just week-end specials; more processor confidence and control over the volume and age at which broilers are marketed; and shoppers having a little more money to spend than last year due to wage increases and population growth.

Winter Cover Crop Practices

Changes in crop practices were announced late last month by ASC officials. Effective immediately the winter cover crop practice under the 1955 Agricultural Conservation Program will no longer be limited to the acreage of such plantings. Heretofore, cost sharing under ACP was limited to the acreage in excess of the average of such plantings for the past three years. Small grains will be included in the list of eligible seedings under the winter cover crops practice. The addition of small grains now permits federal assistance for the establishment of a vegetative cover for winter protection from erosion. Eligible seedlings include: barley, rye, wheat and oats; crimson clover, hairy vetch and annual rye grass. The fall sign-up under ACP has already begun in most counties, and farmers are urged to check immediately on the many practices aimed at conserving our dwindling soil and water resources.

Leaf Quotas Extended

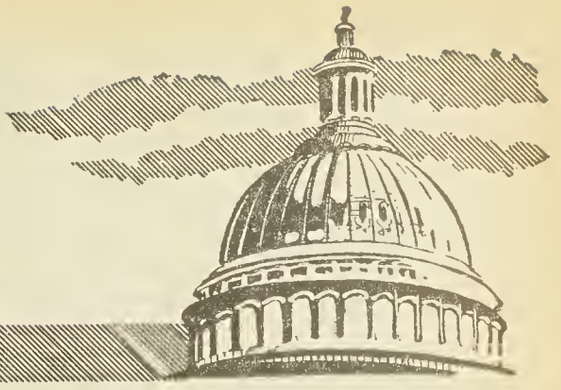
More than 97 per cent of the tobacco growers voting in last month's referendum of flue-cured tobacco voted in favor of continuing marketing quotas and price supports of 90 per cent of parity. The proportion of favorable votes, 97.3 per cent, was almost as high as the 98.8 per cent recorded in the last referendum in 1952. The total number of votes cast was only about three-fourths as large as in 1953, with the largest drop found in North Carolina, which has more flue-cured growers than all other states combined. North Carolina farmers voted as follows: For three-year quotas, 126,074 (95.7 per cent; For one-year quotas, 2,079 (1.6 per cent); against quotas, 3,517 (2.7 per cent). Stokes County led the state in total number of favorable votes. The only county in which the referendum failed to carry the required two-thirds majority was Iredell. As a result of this vote, marketing quotas, acreage allotments, and 90 per cent price supports will be in effect on the 1956, 57, and 58 crops of flue-cured tobacco.

Farm Machinery Tax Lifted

Effective the first of last month, sales of machines and machinery to farmers may be classified as wholesale sales, and are subject only to the wholesale rate of tax. They are now exempt from the 3 per cent sales tax. It is estimated that farmers will save over a million dollars a year in tax payments under the new law.

Washington

As Reported By Wallace Campbell



Electric Co-Ops Top Lobby Spenders? Well, "It Ain't Necessarily So—"

WASHINGTON—From the latest lobby reports, you'd gather that the small staff of the National Rural Electric Cooperative Association had outspent the powerful and expansive National Association of Electric Companies to effect legislation. "It ain't necessarily so," as the song goes.

There's a gimmick. The lobby registration law has been rendered almost useless for lobby spending report purposes by a Supreme Court decision. The big lobby spenders are just not making complete reports.

Thus NRECA, which was not even in the top 20 last year, jumped to top place for the last quarter, according to official records. This does not mean that NRECA is the top spender. It means that NRECA is still reporting according to the original intent of the law.

The National Association of Electric Companies is still probably the top spender, though it dropped to fourth place in current listings. It merely changed its method of reporting. For the first quarter of 1955, NAEC said it spent $29,160 compared to $127,746 for the like period last year. For several years it topped the list with about $500,000. The second top, of about $235,000, was spent by Association of American Railroads.

Since the Supreme Court decision on the National Association of Manufacturers' test case last year, the high-powered lobbies have chosen to report only expenses involved in "directly" influencing legislation though the court specified "directly or indirectly." Lobbies apparently felt there was no way of measuring their indirect influence, though they are spending money for it.

What is Lobbying?

According to the authoritative, impartial Congressional Quarterly, the constitutionality of the lobby law has been challenged several times since it was enacted in 1946. The Supreme Court in a 1954 decision defined lobbying as a direct contact with Congress. Officials of several corporations, basing their arguments on the Court's decision, told CQ that they were reporting a smaller proportion of their total spending in 1955 than they did in 1954.

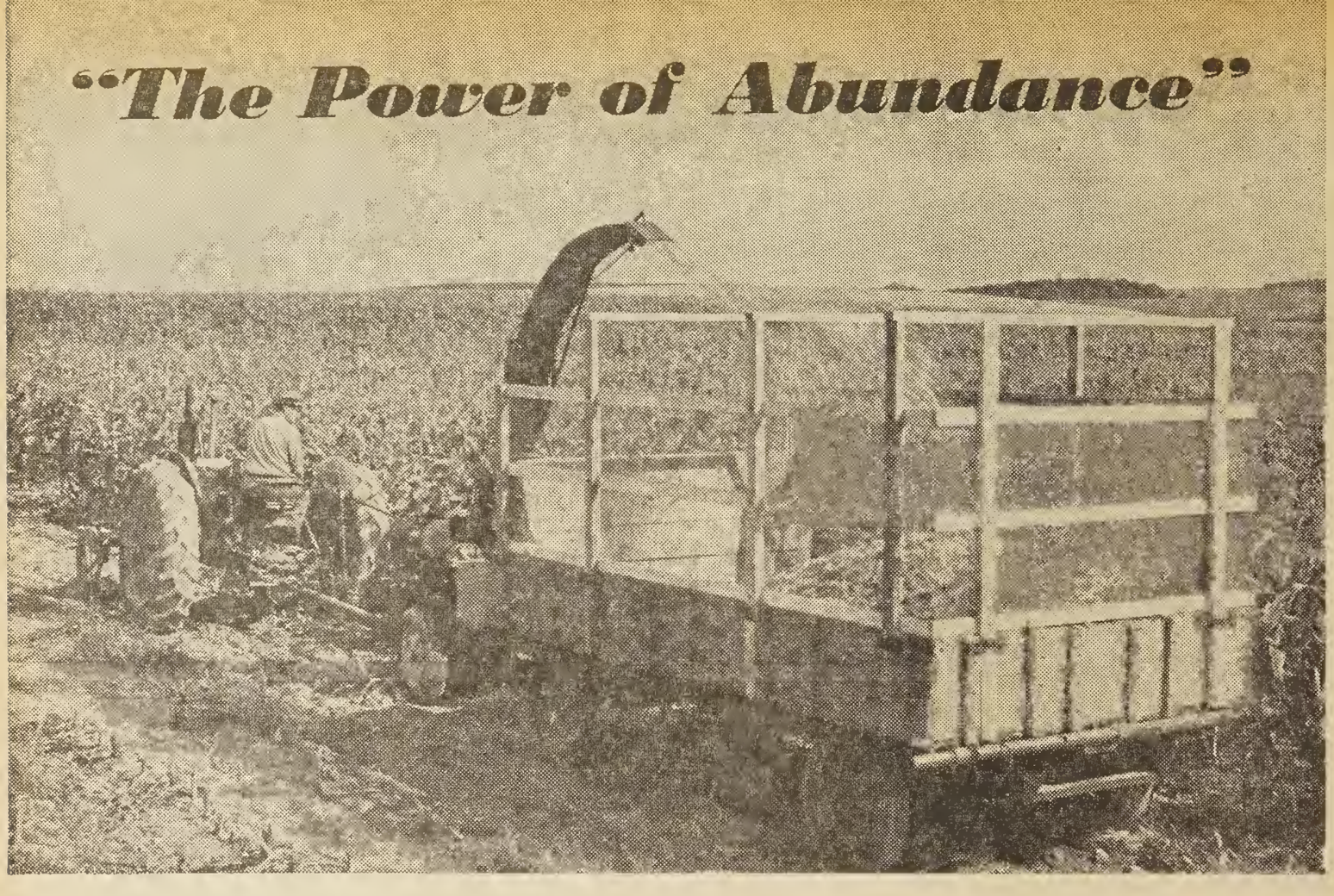
The decrease in reported spending was reflected in the reports of individual organizations. The top 10 spenders in the first 3 months of 1955 listed expenditures totalling $317,000. The top 10 in 1954's first quarter had reported spending $603,000.

NAEC, top spender for years, was the only organization to appear in the top 10 for the first quarter of both 1954 and 1955.

Organizations appearing on the 1954 list, but not on the 1955 list, include National Milk Producers Federation, Association of American Railroads, Great-Lakes-St. Lawrence Association, General Electric Company, Employers' Labor Relations Information Committee, National Economic Council, Inc., the Nationwide Committee of Industry and the American Federation of Labor.

"Invitation to Disaster"
We call this sad, sad tale
Someone dropped this board
Without pounding down the nail.

"The Power of Abundance"



CIO President Walter Reuther appeared before the House Agriculture Committee early this year to testify in favor of price supports at 90 per cent of parity. This is a condensation of his speech—one every farmer should read

ANYONE who understands the nature of our farmers' problems and the problems of people in the cities must recognize that the future of American farmers and the future of American workers are inseparably tied together; that you cannot have prosperity in the cities without prosperity on the farms. You cannot have prosperity on the farms without prosperity in the cities. And, therefore, anyone who attempts to divide America between the farmers and city workers, or city people in opposition to farmers, is performing a great disservice to America, in this hour of great crisis in the world.

We in the CIO resent very much the efforts of Secretary Benson to attempt to advance his concept of a farm program by attempting to use that program to divide the American people. He would have people believe that the city workers are in a state of rebellion against a farm price support program. I want to say that nothing could be farther from the truth.

The people in the cities want justice for themselves, but they know that they cannot make progress unless American farmers get justice; and I am happy to report that the millions of American families whom I have the privilege and the responsibility of representing have not swallowed, and they have resented, the efforts of the Secretary of Agriculture to make it appear that they are in opposition to the farmers' achieving equity and that measure of economic justice to which they are entitled.

The CIO stands in support of 90 per cent parity, and in opposition to the 75 per cent program, because we are very much disturbed by the continued falling-off in farm income. That frightens us, because we know that during the past two years American farm families have had a reduction in their income in excess of one billion six hundred million dollars. We know that in 1947, which, according to government figures, was the highest post-war year for income of farm families, 70 per cent of American farm families received less than $3,000 per year. And that bothers us, because we know that our future as wage earners is affected by falling farm prices.

We know that what happens to the farmers, when they are affected adversely, ultimately will affect people in the city adversely. And, therefore, when the income of farmers drops over $1.6 billion in two years, we know ultimately that will affect our economic welfare.

That is why we would like to speak out strongly and clearly and make this understood, that we do not agree with, and I do not think the people in the city are being fooled by, the propaganda that says when you give the farmers 90 per cent parity protection the price of food goes up. Because, we have been advised, and I think you can take Secretary Benson's testimony and support this contention, that if the dairy farmers of America got their feed grain free, the impact upon the cost of milk to the consumer would be only about one cent per quart.

If you found out what the difference in the price of a loaf of bread would be, between 90 per cent parity and 75 per cent, you would need a microscope to detect it. Or, if you tried to find out the impact upon the price of a box of

corn flakes of the difference between 90 per cent parity and 75 cent parity, you would need even a stronger miscroscope to detect that impact.

So we should not try to fool the city people by telling them that when the farmers ask for parity at a 90 per cent level that reflects some measure of economic justice, that that is responsible for the price of food being where it is.

I am happy to say that our CIO members, I think, understand this economic fact very clearly.

Community of Interest

To begin with, there are millions of CIO members who came from farms. If you took the membership of the average CIO union and you traced back where the people came from, they did not all grow up in Detroit, or in Pittsburgh, or Chicago—they came from the farms, many of them. And we have always said that the most wonderful and the best crop raised on the farm is the children who finally came to the cities. That is why I think we understand the community of interest between American farmers and American working people. And we thank God for the patriotism and the loyalty and the devotion and the interest and the productive capacity of the American farmers who have given us the abundance of foods and fibers which has made our country the envy of the world.

We are not in conflict with the farmers. We want to be their partners. We want to cooperate with them as free people, in making it possible for everyone in America—workers, farmers, businessmen, professional people—we want to make it possible for all of us to move ahead together, to a better life in a better tomorrow.

We believe that this matter of equity and parity for American farmers is both a matter of common sense and enlightened self-interest because, when we look at the economic facts of life—who are the best customers for the products created by industrial workers in our great industries? The American farmers.

On the other side of that economic coin, who are the best customers for the products created on the farms of America? The people who live in the cities. And we must further understand that what we need to do in America is to arrive at some measure of economic justice that will balance the equities of these groups and move ahead together in the knowledge that we can only solve our separate problems as we work together to solve our common problems. That is the spirit with which we approach this.

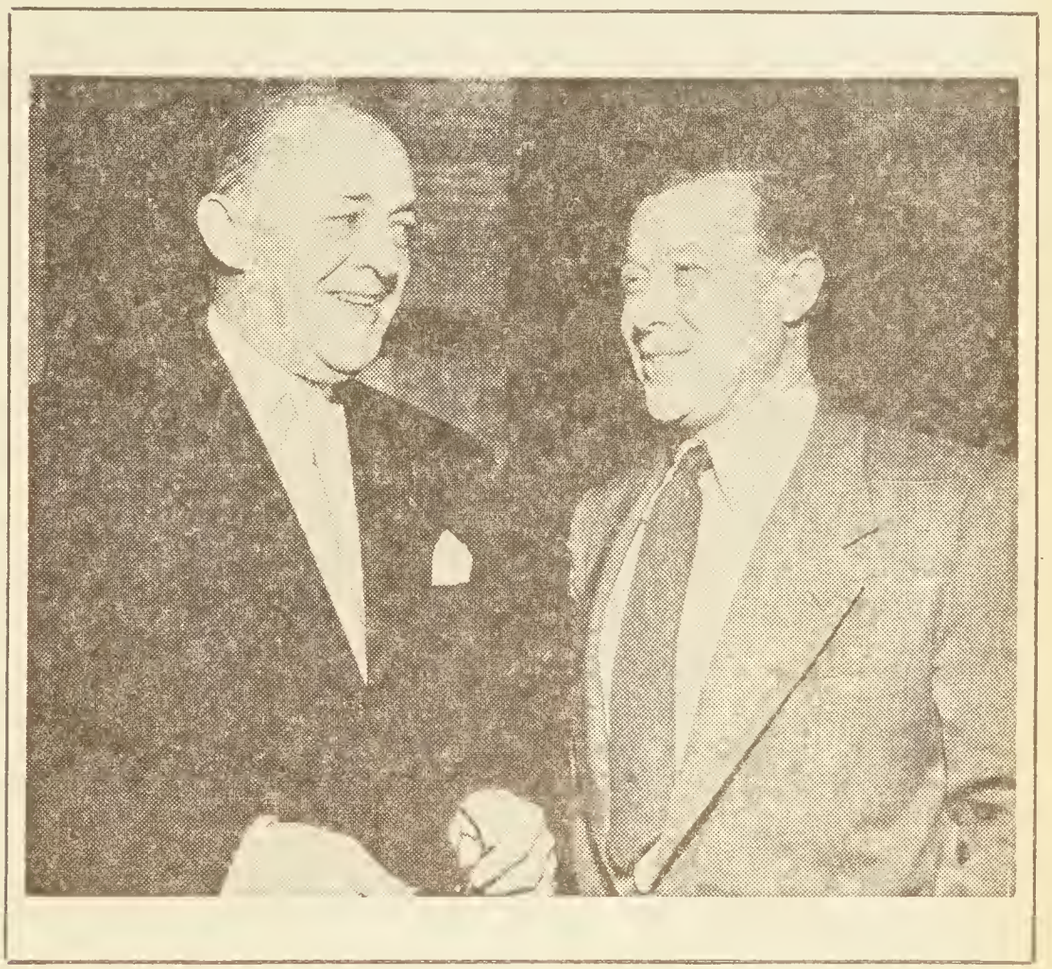
When you let farm prices fall, you begin to put into motion economic forces that ultimately will affect the levels of employment in every major industry in America, because there is an inseparable relationship between the level of income of farmers and the level of employment in our great industries. When farm income falls, ultimately unemployment will begin to develop, and the levels of employment will be depressed. Then there is more falling of farm prices and growing unemployment. They begin to compound each other because they feed upon each other.

The CIO does not even remotely think that it should attempt to tell farmers or to tell this committee the kind of farm policies or farm programs that you ought to enact. We just want to make it clear that we support fully and without qualification or equivocation farm programs and farm policies geared to provide all America with the abundance of foods and fibers that we need as a free nation, which at the same time will give the American farmers that measure of equity to which they are entitled in comparison with other economic groups.

We of the CIO for a number of years have supported the efforts of the American farmers to get equity. We have supported the price support programs. We have supported the soil conservation programs. We have supported the farm housing programs. We have supported the rural electrification programs. We have supported the farm-credit programs to enable American farmers, especially the family-sized farmers, to get the amount of credit they need so they can carry out their work properly. We have supported the flood control programs and all of the other programs that relate to the needs and the equity and the well-being of the American farmers.

We have not done this on the basis of saying we will scratch your political back if you will come down to Washington and scratch our political back. We believe that the American farmers are entitled to justice, and we support their claim to justice on the merits of that claim, and not because we say, well, you come on down; we have got some special little projects where we want you to help.

(Continued on Page 19)



N. C. Representative Harold D. Cooley (left), Chairman of the House Agriculture Committee, congratulates Reuther after speech. Said Cooley: "I think you have just made one of the best speeches I ever heard . . . many farm leaders have appeared before this committee during the 20 years I have served on (it) and not one of them has surpassed you in the presentation of the farmer's cause."

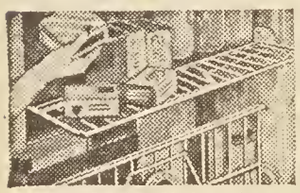
Look! NEW 18 CU. FT. KELVINATOR FREEZER

HOLDS 630 LBS., YET IS ONLY 31" WIDE!

Ideal for farm kitchens . . . takes no more space than an 11 cu. ft. refrigerator.

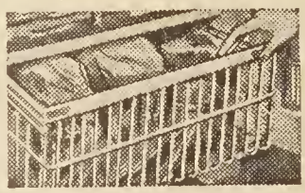
Put this big Kelvinator upright freezer right in your kitchen . . . that's what it is designed for. Here's really BIG space for all the meat, vegetables and fruit you want to freeze—right at your fingertips—so easy to see and reach. Here's the *biggest* storage for the *smallest* wall and floor space ever!

LOOK! THESE KELVINATOR FEATURES SAVE YOU TIME, WORK, TROUBLE!



NEW! Sorting Shelves drop down, lock in place so you can arrange foods easily!

NEW! Up-Front Door Storage: ice cream shelf; juice rack; food record file!



NEW! Roll-Out Basket for odd-size items! Above it, big space for bulky packages!

Kelvinator freezers to suit every taste, every need:

Chest type: 7, 10, 15 cu. ft.

Upright: 12, 18 cu. ft.

***Look!* WONDERFUL "VALUE DAY" SPECIAL!**

THERM-ALL BAG $2.95 VALUE *only* **99¢**

Plaid plastic! Zipper top! Plastic lined! Fiberglas insulated! Keeps food cold for hours! Don't miss it!

SEE YOUR *Kelvinator* DEALER

Division of American Motors Means More For Americans

SEE YOUR NEAREST KELVINATOR DEALER TODAY!

ABERDEEN
Brown's Auto Supply Co.
Parker Ice & Fuel Co.

ALBEMARLE
A. H. Efird Co.
Sossamon Furniture
Stanley Hdwe. Co.

ASHEBORO
Cut Rate Home Furniture
Economy Auto Store

ASHEVILLE
B. F. Goodrich Co.
Luther Morgan Co.
Wades Radio Service
Demos Home & Auto

AURORA
Jack McWilliams

AYDEN
Home Distributing Co.

BATH
Tankard Esso Service Station

BEAUFORT
Hamilton Furniture Co.

BELHAVEN
Radio & Electric Supply Co.

BENSON
Ryals Brothers & Barnes

BETHEL
Hunniecut Furniture Co.

BLADENBORO
Walane Gas & Appliance Co.

BOONVILLE
Boonville Supply Co.

BURGAW
Rochelle Furniture Co.

BURNSVILLE
Edwards TV & Appliances

BUTNER
Sawyer's Furniture Co.

CARTHAGE
Carthage Ice Plant

CHINA GROVE
China Grove Hdwe.

CLARKTON
Prince Brothers

CLINTON
Sampson Hardware Co.

COATS
Wellons Merchantile, Inc.

CONCORD
Hinson's Economy Store
The Hub Co.

DUNN
Home Furniture Co.
Wellons Merchantile, Inc.

EAGLE SPRINGS
Comer's General Merchandise

ELIZABETHTOWN
R. A. Edge Furniture Co.

ELLERBEE
Nance Hardware Co.

FAIRMONT
Robeson Furniture Co.

FAYETTEVILLE
Sellers Appliance Co.

FOUR OAKS
Four Oaks Electric Supply

FOUNTAIN
R. A. Gardner & Son

FRANKLINTON
M. B. Sasser Furniture Co.

FUQUAY SPRINGS
Fuquay Furniture Co.

GOLDSBORO
Holland Hardware Co.
Sutton-Lewis Furniture Co.

GOLDSTON
Barber Furniture Co.

GRANITE FALLS
Wilson & Abernathy Hdwe.

GRANITE QUARRY
Brown Supply Co.

GREENSBORO
Austin Furniture Co.
Bessemer Furniture Co.
B. F. Goodrich Store
Southern Sales Co.
J. H. Swaim Lumber Co.
Nicholson Variety Store

GREENVILLE
Fisher's Appliance Corp.

GRIFTON
L. M. Smith & Son

HAMLET
Stewart Gordon Furniture Co.

HENDERSON
Hays Thomas Electric Service
Satterwhite's
Triangle Furniture Co.

HIGH POINT
City Appliance Co.
Cut Rate Furniture
B. F. Goodrich Co.
Rose Furniture Co.

JONESVILLE
Blackwelder Furniture

KANNAPOLIS
Phillips Elec. Service
Kannapolis Home & Auto

KENLY
Watson Hardware & Oil Co.

KINSTON
Baker Furniture Co.

LA GRANGE
Lenior Hardware Co.

LAURINBURG
Dub's Service

LENOIR
Economy Auto Supply
Shields Refrigeration

LEXINGTON
Alexander's Auto Supply
City Appliance Co.

LIBERTY
Jenkins, Inc.

LILLINGTON
Blackman Furniture Co.
McIntyre Home & Auto Supply

LOUISBURG
Benton-Green Bros., Inc.

MACCLESFIELD
Corbitt & Dail

MAGNOLIA
L. E. Pope Furniture Co.

MARSHALL
O. C. Rector Hdwe.

MAXTON
Hester Kiniaw Furniture Co.

MIDDLESEX
Middlesex Furniture Co.

MOCKSVILLE
C. J. Angell Appliance

MONCURE
Moncure Furniture Co.

MONROE
The Huntley Co.
Lemmond Elec. Co.
Wooten Appliance Co.

MORGANTON
Kirksey & Co.
Morganton Home & Auto Store

MOUNT GILEAD
Mt. Gilead Furniture Co.

MOUNT OLIVE
Reath Jones Cash Store

NASHVILLE
Home Furniture & Floor Covering Co.

NEW BERN
Economy Auto Supply Co.
Hunning's Home & Auto Supply

NEW LONDON
Harris & Nash

NORWOOD
Morton Appliance

NORTH WILKESBORO
Carolina Home & Auto Supply

OXFORD
Granville Furniture Co.

PARKTON
J. Q. Parnell

PINETOPS
Crisp Bros. Furniture Co.

PINK HILL
T. A. Turner & Co.

RAEFORD
Wood Furniture Co.

RALEIGH
B. F. Goodrich Co.
Raleigh Furniture Co.

RAMSEUR
Watkins Leonard Co.

RED SPRINGS
Sanders Furniture Co.

REIDSVILLE
B. F. Goodrich
Cain & Stedman
Sands Furniture

ROBERSONVILLE
Croom Refrigeration

ROCKINGHAM
Blake-Bowles Furniture Co.

ROCKY MOUNT
Broughton-Dixon
Economy Auto Supply

ROSEBORO
Butler Furniture Co.

ROSE HILL
Frederick's

RURAL HALL
Slate Furniture Co.

SALEMBURG
Royal Brothers Hardware

SALISBURY
B. F. Goodrich Store
Haden Tire Service
Rowan Furniture

SANFORD
Gallup's Hardware Co.
Thomasson Furniture Co.

SILER CITY
Butler Furniture Co.

SNOW HILL
L. L. Murphrey, Jr.
Newcomb Appliance Co.

SOUTHERN PINES
Brown's Auto Supply, Inc.

SPRING HOPE
Branham Furniture Co.

STATESVILLE
Blackwelder Furniture Co.
B. F. Goodrich Store

STOKES
Jerome Perkins

ST. PAULS
Firestone Home & Auto Supply

SWAN QUARTER
Quinn Miller Co.

TARBORO
Benton Green Furniture Co.
Electric Service Shop

TAYLORSVILLE
Rhodes Day Elledge

THOMASVILLE
Alman Shaw Furniture Co.
B. F. Goodrich Store
Refrigeration Sales & Service

TROY
Barns-Allen Hdwe.

VANCEBORO
White Hardware Co., Inc.

VASS
McKeithan Hardware Co.

WADESBORO
Forlow-Scarborough Hdwe.

WAKE FOREST
Smith Furniture Co., Inc.
W. L. Glover

WALLACE
B. & P. Electric & Refrigeration Service

WARSAW
Warsaw Furniture Co.

WASHINGTON
Talley Brothers Supply

WENDELL
Lewis Furniture Co.

WEST JEFFERSON
Dollar Electric Co.

WILLIAMSTON
Farmers Supply Co.

WINSTON-SALEM
B. F. Goodrich
Crim-Brunt-Green
CBS, Inc.

YADKINVILLE
Yadkin Furniture Co.

Substantial progress is now being made in providing doctors and hospitals for rural North Carolinians. Now State College is taking on the big remaining health need —

Voluntary Health Insurance

WHAT percentage of our rural population is at present enrolled in some health insurance plan? What kind of insurance do those people carry? Why have all rural residents in the state not accepted some sort of health insurance protection?

These are some of the pertinent questions being asked by the Department of Rural Sociology at State College in an extensive study which began in 1953. The Department's interest in health insurance was kindled by the three-point recommendations of the N. C. Health and Medical Care Commission of 1944-45: More doctors, more hospitals, more insurance.

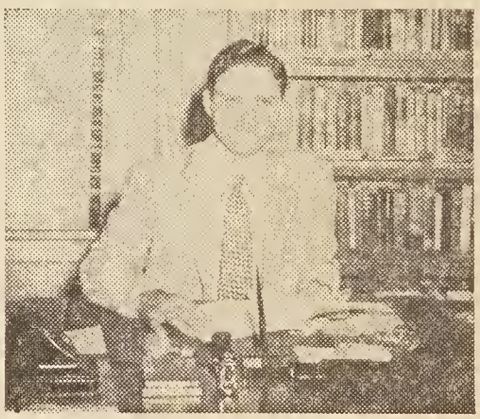
Great strides have been made in following through on the Commission's first two recommendations—more doctors and more hospitals. Communities in the rural areas have become acutely conscious of their own responsibilities in securing doctors and hospitals, and have put their shoulders to the wheel and filled these needs, at least to an extent. But not so with the number of rural enrollees in health insurance plans. And, in 1953, the rural sociologists started their search to come up with the "whys" of this low enrollment.

The Department, assisted by Dr. Donald G. Hay of the USDA's Agricultural Marketing Service, set out to answer two major questions: (1) How does the rate of acceptance of voluntary health insurance vary among the various social and economic groups in rural areas? (2) How is group affiliation (club membership, etc.) associated with acceptance or non-acceptance of voluntary health insurance? Their ultimate purpose, of course, is to encourage and help develop better voluntary health insurance programs in North Carolina.

Of the importance of health insurance, Dr. S. G. Lowery, one of the directors in the pilot project, says: "Along with medical progress in recent years has also come increased cost of medical care. It is such that many families with moderate incomes are finding it difficult to get the kind of medical attention they need."

The entire scope of the proposed program is to do survey work in six or more counties — or, rather, hospital areas, which more often than not coincide with county areas. The first survey was conducted in Haywood County, and an analysis of the findings was completed in 1953. In this county, some 300 family heads were interviewed. The second survey was held in Sampson and the lower half of Halifax Counties. All of the interviews have been completed in this test area, and statisticians are now preparing to analyze the results. Additional test counties have not beeen chosen, but it is planned to conduct the entire survey from a wide sampling in the different areas of the state.

The survey is being conducted by a personal interview technique. A team of interviewers goes into a testing area and interviews family heads. From these people they gather information concerning the types of insurance carried, the experiences they have had with the insurance, reasons for lack of insurance, problems with their present coverage. They are also making a study of drop-outs from insurance programs, and company cancellations.



Dr. S. G. Lowery, who, in cooperation with Dr. Donald G. Hay, is directing the pilot insurance program in N. C.

Although the study is not yet completed, some preliminary conclusions can be drawn from the survey up to this point. The problem of low enrollment, it is found, is more acute in such counties as Sampson, which has a widely scattered population. Group enrollment projects are difficult to organize in such areas. In counties such as Haywood, which is made up of small community units, the problem is less acute. Through community organizations, such plans as those offered by Farm Bureau, the Grange, etc., are in force in these areas.

The Drop-out Problem

As for drop-outs, study so far has uncovered a number of factors: lack of funds, a misunderstanding of the policy, an absence of a collection agent. In discussing the latter point, sociologists think that this is of much more importance in a rural community than in an urban one. Many farmers, they say, have not adopted so widely the urban system of check writing and mailing, and they are more likely to drop in on a collecting agent when in town than they are to mail a check.

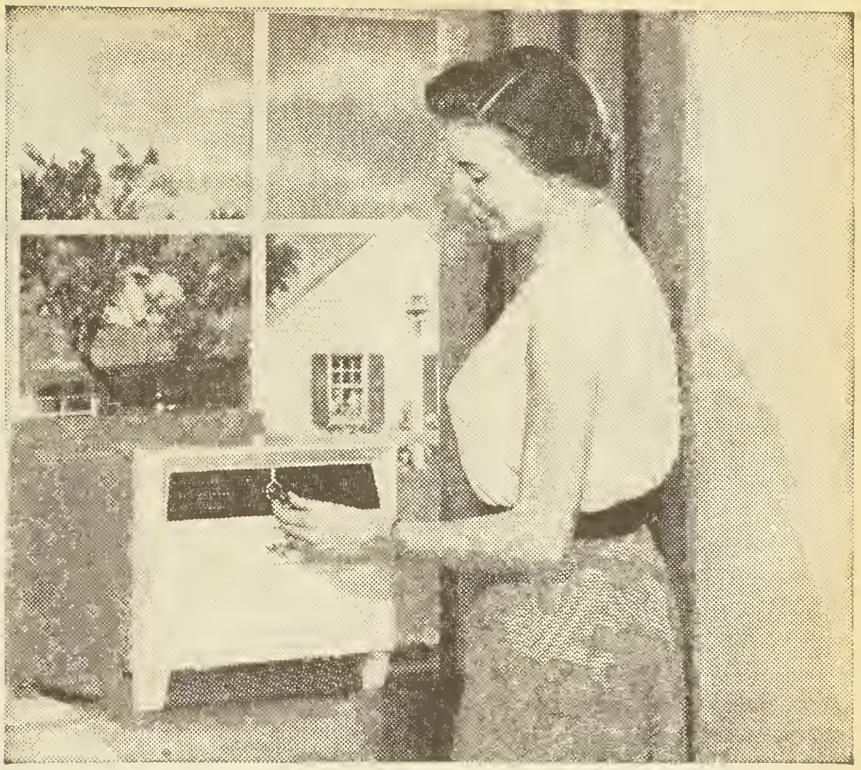
Along with scattered population and dealings with unlicensed insurance companies, the sociologists have found that one of the big reasons for low enrollments is just lack of education in health insurance. One of the ultimate aims of their study is to promote an educational program in the future to aid farmers to evaluate different types of insurance according to their individual family needs.

When all the surveys have been completed and the findings analyzed, the Rural Sociology Department hopes to be able to make some valid recommendations on increasing the enrollment of rural people in health insurance plans and in improving those plans already in existence.

There's a popular "New" appliance in rural North Carolina this year as

Room Air Conditioners

begin to catch on. They're a boon for farm folks who have allergies, hay fever, or are just plain hot



Until the last year or so, North Carolina farmers seemed to have some aversion to air conditioning. You could stop off just about anywhere in the state and hear all the reasons why air conditioning was foolishness.

Somehow, these reasons never sounded very convincing. It didn't make much sense to hear a farmer who suffered from hay fever say air conditioning wasn't healthy. Neither did claims that it wasn't needed, when you were standing on a lawn in the Piedmont in weather that was 90-degrees plus.

The talk about money was understandable. A few years ago, air conditioning came high. You could understand why a family would buy a range first, or a freezer.

In short, air conditioners were slow to catch on in rural North Carolina. But this summer, rural electric co-ops, distributors and dealers report a wave of buying. Driving along country roads, you see more and more conditioners in the windows of farm homes.

And, inevitably, there have come reports of disappointment over the performance of some conditioners. An analysis shows that the two chief causes of dissatisfaction are (1) conditioners too small for the room, and (2) inadequate wiring.

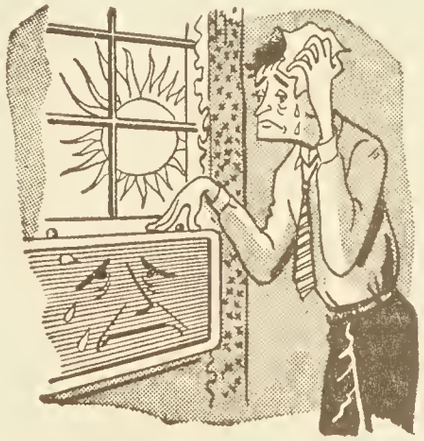
Those of you who haven't bought yet, but plan to soon, can profit from the experiences of others.

Size is Important

First of all, the size you buy is very important. Too much air conditioning can result in needless expense both in initial cost and for operation. Too little will make you think you have spent your money for nothing.

There are several factors that will influence the cooling capacity your home requires. Shade trees, awnings and venetian blinds provide protection from the sun and make the air conditioning job easier and less expensive. They have little effect, however, on the size you should buy.

Although conditioners will vary somewhat, it is generally accepted that a one-third horsepower window room air conditioner, for instance, installed in a North Carolina home, will cool an area up to 150 square feet. Under the same given conditions a one-half h.p. unit will serve an area up to 340 square feet; a three-fourth h.p. unit, up to 600 square feet. However, there is such a great variance in temperatures throughout the state that you should consult a reputable dealer for data applicable to your own area.



Proper wiring is important for good performance. All conditioners should be on a separate circuit—115 volts for units under ¾ hp, 220 volts for ¾ or larger.

The manufacturer's instructions should be carefully followed as to wiring and fusing. Wiring too small, or overloaded, is a fire hazard, and causes poor results. In general, units under three-quarter h.p. can be connected to a 115-volt circuit; three-quarter or larger units require 220-volts. The conditioner will perform better if it is on a special circuit.

Kitchen Units

And if you're buying equipment to air condition your kitchen, don't forget to add more cooling capacity to counteract heat-making appliances such as the range and clothes dryer.

The popular window-type air conditioners can be installed quickly and economically and no water or drain connections are needed. Operating costs are comparatively low. And best of all, you can add them, room by room, as your budget permits.

There is a wide variance in the selling prices of different conditioners. In last July, some three-quarter units were selling in North Carolina for as low as $220. The conditioners have become so competitive that there seems to be little pattern in selling prices, and by shopping around you may be able to land a bargain.

Buster Bunn and Billy Taylor, Wayne County, won the state title with a demonstration on electric motors.

1954 second-place contestants take state title this year, despite stiff competition

Wayne Team Wins 4-H Electric Contest

Cecelia Thompson placed second in the finals. She receives congratulations from Clell Clodfelter, Davidson EMC.

Two determined young farmers from Wayne County took top state honors at the second annual 4-H Electric Demonstration Contest held in Raleigh last month. Buster Bunn and Billie Taylor, who placed second in the 1954 statewide competition, brought an excellent electric motor demonstration to State 4-H Club Week this year, and, despite serious competition, returned home the state champions.

Cecelia Thompson, Winston-Salem, gave the winning team a stiff fight for the title, and took second-place honors with her "Light Conditioned Home" demonstration. The youngest contestant, 12-year-old Marion Welch from Currituck County, placed third with a fine demonstration on the care and use of electric fans.

The winning team won their chance for a crack at the state championship by copping the Northeastern District Contest title on July 8 in Raleigh. They competed with nine other demonstrators for district honors. The district title won for them, and for the other district winners, an expense-paid trip to 4-H Club Week. For winning the state championship, the boys will be presented a matched Parker pen and pencil set at 4-H awards ceremonies in November.

Judges and other observers stated that this year's finalists presented some of the most excellent demonstrations they had seen, and Edwin S. Coates, Agricultural Engineering Specialist, Agricultural Engineering Specialist, who conducted the program, said of this year's demonstrations:

"We are very pleased with the results we are having in this program. The interest is steadily increasing, and I am sure that we are seeing some of the finest club members putting on some of the best demonstrations in the entire 4-H Demonstration Program."

The state 4-H Contest is sponsored by the Tarheel Electric Membership Association to "acquaint 4-H Club members with current information concerning the selection, use and care of electrical equipment; and, above all, to teach tomorrow's leaders the importance of proper use of labor-saving equipment in increasing efficiency on the farm and in the home."

Fifty-three demonstrations were presented in the six 4-H districts across the state this year. Elimination contests were held in Asheville, Newton, Winston-Salem, Raleigh, Whiteville and Washington during June and July.

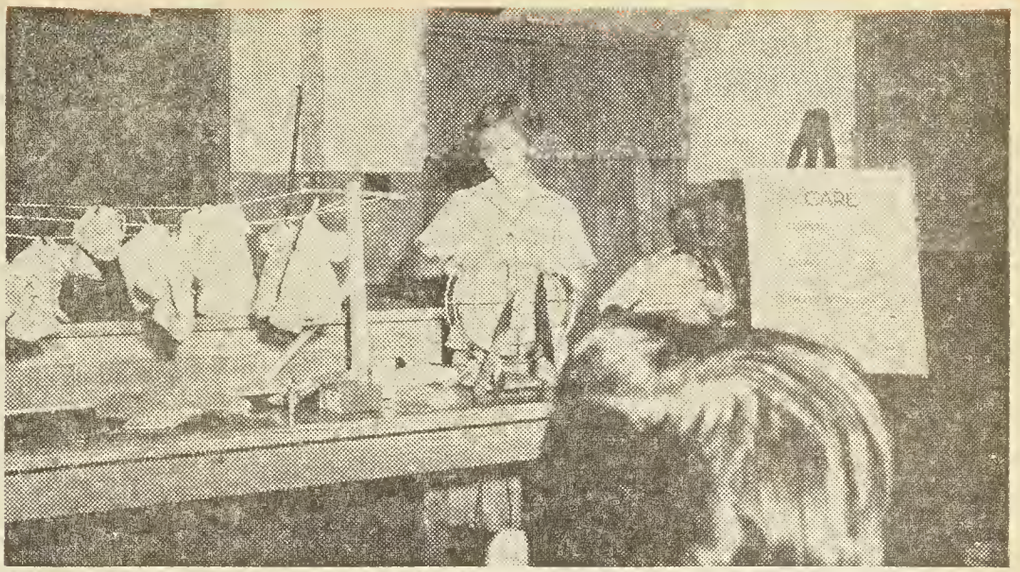
Although the demonstrations this year covered a wider variety of sub-

jects as a whole, the various phases of lighting seemed again to be of most interest to the participating club members. Of the 53 demonstrations, 15 of them fell into this category. Electric motors and adequate wiring were also popular in the contest, with seven demonstrations on each showing up in the eliminations. Also coming in for a good show were: brooding, clothes dryers, electric fans, ironers, vacuum cleaners, electric pumps, sewing machines, electrical safety, meter reading and electric doorbells.

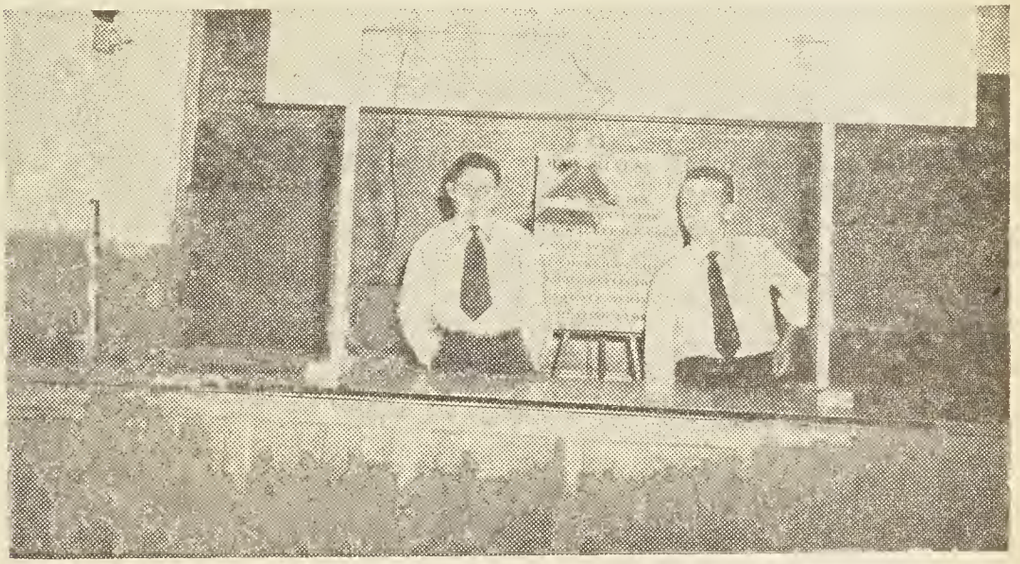
District finalists and their demonstration titles were: Southeastern, Jimmie Chinnis and Allan Robeson, Bladen County, "Infra-red Brooding; Northeastern, Billie Taylor and Buster Bunn, Wayne County, "Let a Motor Take the Work out of Work"; Northwestern, Cecelia Thompson, Forsyth County, "The Light Conditioned Home"; Southwestern, Anne Stone and Martha Stevenson, Iredell, "Are You a Horse and Buggy Cleaner?" Western, Elizabeth Wheeler and Duane McDougald, "Use of Infra-Red Lamps on the Farm"; Eastern, Welch, Currituck, "The Care and Use of an Electric Fan."

Contestants were judged on Subject Matter, Presentation, Results.

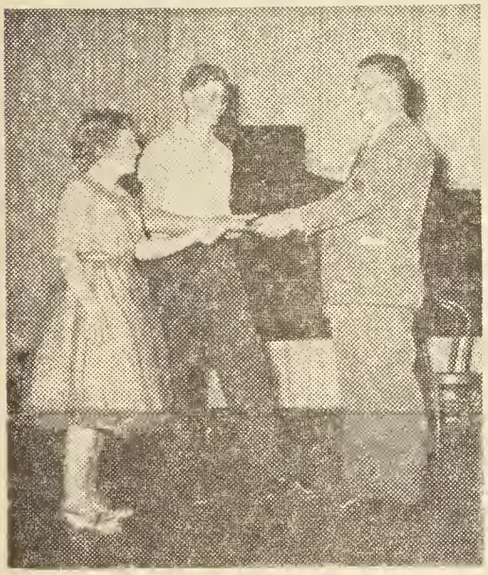
Tarheel Electric plans to enlarge upon the 1956 Electric Demonstration Program by including a separate contest for Negro 4-H'ers. Final pans for next year's project will be announced within the next few months in the Carolina Farmer and through county 4-H Club leaders.



Twelve year-old Marion Welch, Currituck County, demonstrates the use and care of an electric fan. She placed third in the state finals.

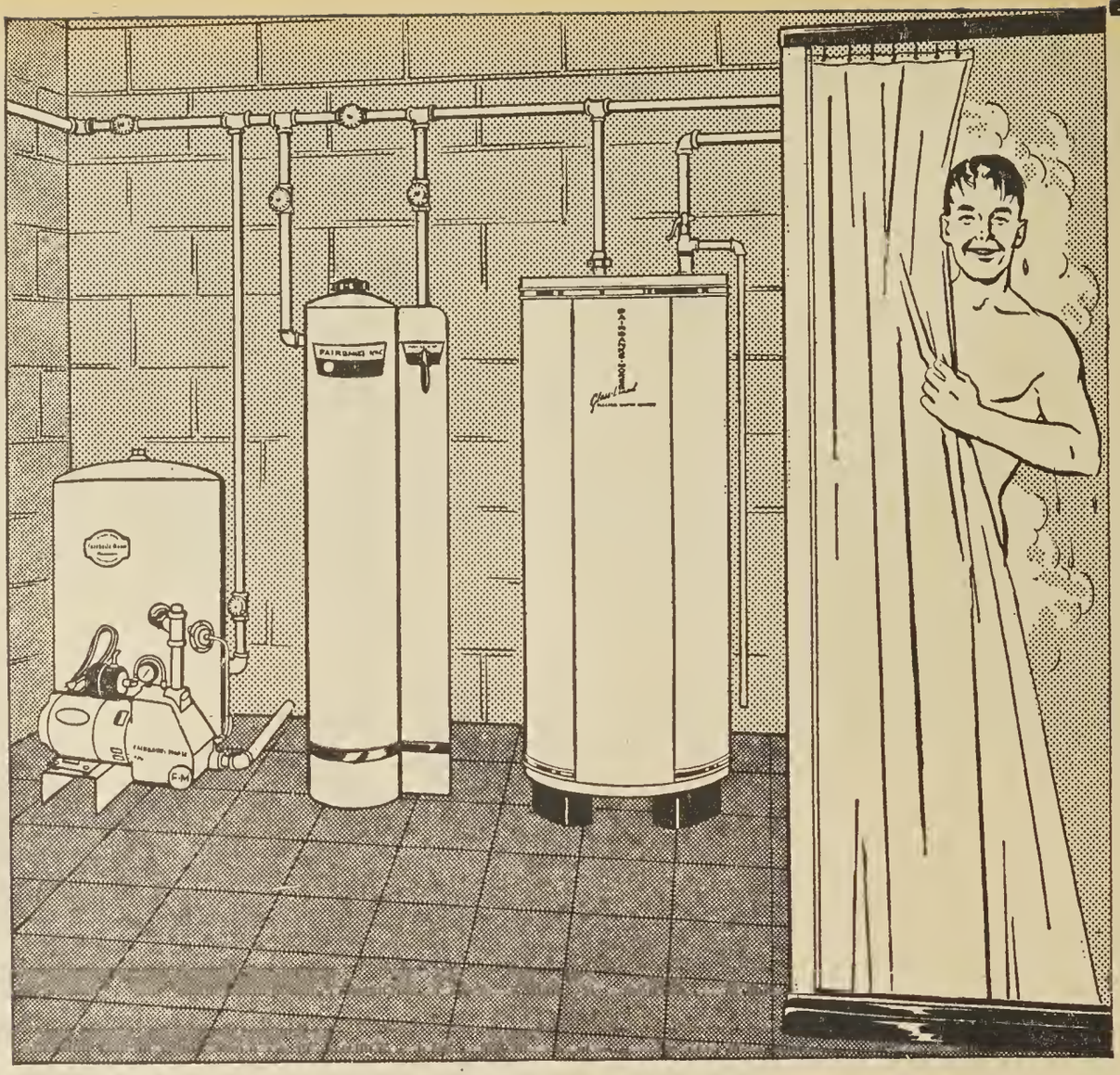


Southeastern District Winners Jimmie Chinnis and Allan Robeson, Bladen County, demonstrated the construction of an infra-red brooder.



Elizabeth Wheeler and Duane McDougald receive Western District Award from D. M. Robinson, French Broad EMC.

Anne Stone and Martha Stevenson, Iredell County, presented a graphic homemaking demonstration, entitled, "Are You a Horse & Buggy Cleaner?"

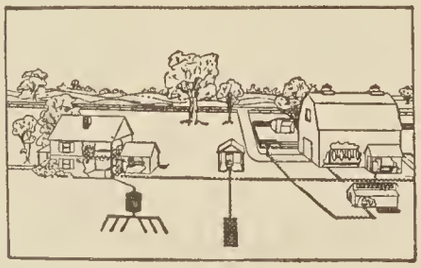


Fairbanks-Morse dealers make it easy to enjoy running water—soft and hot!

Before summer is over, one of the Fairbanks-Morse dealers listed here can help you enjoy the advantages of hot, soft, running water!

Think of not carrying and heating water for livestock this winter . . . of washing dishes in hot, soap-saving water . . . of enjoying hot baths, soap-free shampoos and happier wash days . . . of having modern indoor plumbing . . . for years to come!

Ask your nearest dealer for an estimate of the type and size of pump, electric heater and softener you need. If necessary, ask for a financing plan that enables you to install one or more units now, to be paid for as you use them. Or write for more information to Fairbanks, Morse & Co., Chicago 5, Illinois.



See this color movie!

"FLUID OF LIFE"

This F-M 30-minute color film shows the importance of running water under pressure in terms of profits . . . personal comfort and convenience . . . and better health.

Ask your CO-OP manager to show this free Fairbanks-Morse film at your next "CO-OP" meeting.

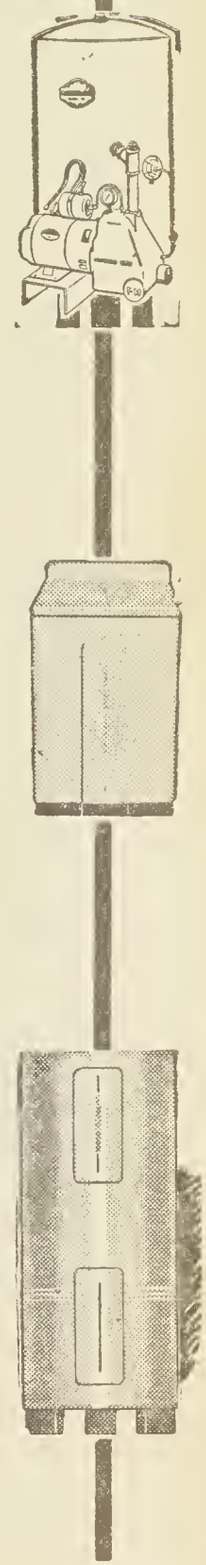
FAIRBANKS-MORSE

a name worth remembering when you want the best

WATER SYSTEMS • GENERATING SETS • MOWERS • MAGNETOS • PUMPS • MOTORS • SCALES • DIESEL LOCOMOTIVES AND ENGINES

THERE'S A FAIRBANKS-MORSE DEALER NEAR YOU

ABERDEEN
Aberdeen Hdwe. Co.
ALBEMARLE
Lowder Hdwe. Co.
ASHEBORO
Kearns-Hurley Hdwe. & Supp.
ASHEVILLE
Farm Federation
Roberts Street
BEAUFORT
G. W. Huntley Co.
Machine & Supply Co.
BELHAVEN
F. L. Voliva Hdwe. Co.
BELMONT
City Supply Co.
BURGAW
Harrell's Dept. Store
CHARLOTTE
Contractors Service Co.
317 W. Worthington Ave.
Godley Bros. Co.
Mt. Holly Rd.
Griffin Hdwe. & Supp. Co.
Hipps Gen. Store
3606 Mt. Holly Rd.
Mecklenburg Well & Pump
4622 Monroe Rd.
Midwood Hardwood Co.
Central Ave.
F. E. Robinson Co.
CONCORD
Haygood-Richmond Hdwe. Co.
Lowrance Implement Co.
CHERRYVILLE
Ferguson Hdwe. Co.
CLARKTON
E. J. Cox Co., Inc.
CLINTON
Sampson Hdwe. Co.
DAVIDSON
Withers Electric Co.
DUNN
McLamb Supply Co.
DURHAM
Glen Crabtree Hdwe. Co.
J. P. Jones & Son
ELIZABETHTOWN
Bladen Hdwe. Co.
FARMER
J. R. Hammond
FOREST CITY
J. W. Davis Co.
FUQUAY SPRINGS
Powell & Jones Hdwe. Co.
GOLDSBORO
Electric Sales, Inc.
GREENSBORO
Fleet-Plummer
Pregram-West, Inc.
Segraves Elec. Hdwe. Co.
Southside Hdwe. Co.
Victory Manor Motor Court
HENDERSON
R. I. Burroughs
Duffell Elec. Co.
HICKORY
B. M. Boyd & Co.
Shuford Hdwe. Co., Inc.
JEFFERSON
Neal Welding Service
KING
Stevens-Merritt Co.
LENIOR
Bernhardt-Seagle Co.
Parlier-Tomlinson
Stevens-Merritt Co.
LEXINGTON
Carolina Appliance Co.
Lexington Hdwe. Co.
Shoaf Appliance Co.
LINDEN
Bethune Supply Co.
LORAY
Swain Bros. Well Drilling
LOUISBURG
Franklin Farmers Exchange
Seaboard Stores, Inc.
LUMBERTON
K. M. Biggs, Inc.
Lumberton Tradiing Co.
MADISON
Robertson Hdwe. & Farm Supply
H. J. Grogan Hdwe. Co.
MAIDEN
Piedmont Hdwe. Co.
MONROE
Builders Supply Co.
Monroe Hdwe. Co.
MORGANTON
Kirksey & Co.
Union Hdwe. Co.
MOUNT AIRY
W. E. Merritt Hdwe. Co.
MOUNT OLIVE
Garner Brothers
Murray Supply Co.
NEWPORT
Allen & Bell Hdwe. Co.
NORTH WILKESBORO
North Wilkesboro Hdwe. Co.
OXFORD
Montague Bros. Inc.
PEMBROKE
Pates Supply Co.
PINETOPS
W. L. Dunn & Sons
RAEFORD
McLaughlin Co.
RALEIGH
Carolina Hdwe. Co.
233 S. Wilmington
Ferguson Hdwe. Co.
2900 Hillsboro St.
J. B. Hunt & Sons
323 W. Martin St.
Rural Plbg. & Heating
605 Transylvania Ave.
RED SPRINGS
Red Springs Supply Co.
ROCKINGHAM
J. F. Hicks Furniture Co.
ROCKY MOUNT
Anderson Mohorn, Inc.
Gay's Hdwe. Co.
J. S. Gorham Hdwe.
SANFORD
Southern Utilities Corp.
SELMA
Floyd C. Price & Sons
STATESVILLE
Statesville Implement Co.
SMITHFIELD
Farmers Hdwe. Co.
TARBORO
Marrow-Pitt Hdwe. Co.
Shiloh Implement Co.
THOMASVILLE
Brown Equipment Co.
Lowder Supply Co.
Paul Kennedy Appliance Supply
TROY
Berna-Allen Hdwe. Co.
WADESBORO
Ormsby's Plbg & Heating
WARSAW
Farmers Hdwe. Co.
WASHINGTON
E. L. Youmans Co.
WEST END
Johnson Hdwe. & Furn. Co.
WILLIAMSTON
Lindsley Implement Co.
WILMINGTON
Bridgers Trading Co.
121 Red Cross St.
G. I. Surplus Store
1301 Castle St.
Smith Builders Supply Co.
V. A. Stefano
507 S. 18th St.
WINSTON SALEM
E. E. Bodenheimer Pipe & Supply
Roger L. Crow Equipment
W. L. Thomas Maytag Co.
Well Drillers, Inc.



Ask for Free Booklet

Your Fairbanks-Morse dealer will be glad to give you a copy of the new, authoritative booklet, "How to Select an Ideal Water System."

It gives you the kind of information about installing water systems you want to know; or, just mail the coupon. We'll send you the booklet at once.

Fairbanks, Morse & Co., 609 S. Michigan Ave., Chicago 5, Ill.

Send us your free booklet, "How to Select an Ideal Water System."

We are buying our first pump———We want to replace our old one———

Name .....

Address .....

City ..... State .....

WILLIE WIREDHAND
I QUIT !!!
NO MORE OF THIS FOR ME! I'M THROUGH!!!
I'LL BE BACK TO PICK UP MY PAY!!!
I'LL BE DARNED – A LITTLE HARD WORK AND OFF HE GOES!
WHAT'S UP MIKE?
WHAT'S UP? WHAT'S UP? THERE GOES ANOTHER HIRED HAND! GET 'EM TO CLEAN THE BARN OUT A COUPLE OF TIMES AND THEY QUIT– THAT'S WHAT!!!
MAYBE YOU OUGHT TO GET YOUR MIND INTO THE GUTTER FOR A WHILE, MIKE!
WHAT DO YOU MEAN BY THAT?
ELECTRIC BARN CLEANERS ARE WHAT I MEAN!!! THEY SAVE TIME AND ENERGY --- AND HIRED HANDS, TOO! CLEANING OUT THE STALLS AND GUTTERS IS A HECK OF A JOB FOR ANYONE!!
BARN CLEANERS?!!! HUMBUG! MORE GIM-CRACKS FOR LAZY FARMERS WHO ARE AFRAID OF A LITTLE HARD WORK!!!
NONSENSE, MIKE, THEY'RE GOOD, PRACTICAL MACHINES THAT TAKE OVER ONE OF DAIRYING'S WORST CHORES!
AND THEY MAKE 'EM NOW TO FIT JUST ABOUT ANY BARN-STALL ARRANGEMENT.
WELL, I GOTTA GET GOIN'.
8-55
GET IN THERE, NELLIE, CONFOUND YOUR HIDE!
BY GOLLY-THIS IS A TOUGH JOB!
MAYBE WILLIE'S GOT SOMETHING IN THAT BARN CLEANER!
WHY DIDN'T I TAKE UP CARTOONING, OR SOMETHING EASY LIKE THAT!
WHY YES, SLIM, I MIGHT CONSIDER TAKING YOU BACK ON!
YOU CAN START BY ASKING MR. WIREDHAND IF HE CAN STOP BY AND SEE SOMETHING!
OK, LET'S GET A MOVE ON!!!
BY GOLLY, MIKE, IT'S A PLEASURE TO PUT THIS SIGN UP!! YOU'VE EARNED IT - THE SIGN OF MODERN FARMING!!!
This is an ALL ELECTRIC FARM
OPERATED BY
Mike Mille
SERVED BY

Copyright, 1955, National Rural Electric Cooperative Association

ABUNDANCE

(Continued from Page 9)

We think they ought to look at our equity, and make a decision based upon the equity of our claim just as we support their claim to equity based upon the merits of that claim. That is the approach we make. Because we know, and we know this without question, that they cannot solve their problems without us, and we cannot solve our problems without them.

When you deal with the problem of raising the cash income of a farm family in America, you are dealing with the problem of expanding the market for industrial products. If, instead of the farm families of America during the past two years having had reduction in their income in the amount of $1.6 billion, they could have had an increase in their income in the amount of $1.6 billion, do you think that that would have affected the production levels in Detroit and Pittsburgh and Gary, Indiana, and the other industrial centers?

Obviously, it would have, because what happens on the farms cannot be separated from what happens in Detroit, or the other industrial centers. We are disturbed by the indifference of the Administration as it relates to falling farm prices, and we are equally disturbed because there seems to be the same kind of indifference with respect to the unemployment problem in our major industrial centers.

Take Detroit. Detroit had 195,000 unemployed workers walking the streets last September. That meant 195,000 families in Detroit who were denied the economic opportunity to earn the money they needed to support their families. What did that mean to the average farmer? It meant that 195,000 healthy customers had been eliminated because they could not buy the products of the farm.

If you will get the index of farm income and the indexes on unemployment, you will find that as farm income comes down, unemployment goes up. And as unemployment goes up, farm incomes go down. That is why we are interested in the income of the American farmers, both as a matter of economic justice and as a matter of economic necessity, because we know that our future is tied together with their future, that we cannot be prosperous, we cannot make economic progress, unless farmers are prosperous and unless farmers make economic progress.

We recognize that the American farmers have made a tremendous contribution to the well-being and the progress of our country and we believe that they are entitled to protection, because they are dealing with that segment of our economic effort in America in which the economic factors are beyond their control.

You can stop an automobile in the middle of the production season, but you cannot stop a crop from growing in the middle of the growing season. Farmers have got these basic problems. We, as a free people, owe to the American farmers protection against these uncontrolled economic factors. That is why we believe that H. R. 12 is a sound approach to this problem. That is why we support 90 per cent parity in opposition to the flexible price support of 75 per cent because we believe that all American farmers are entitled to that measure of protection and economic justice and because we believe that their future is inescapably tied together with the future of all of the other people in America.

MANY, MANY NORTH CAROLINIANS USE OUR
FAST EXPERT FILM DEVELOPING SERVICE

8 Exposure roll—40c; 12 Exposure roll—60c
35MM or reprints 5c each print
(Free film mailing envelope on request)

Any roll of black & white film received in the morning mail is developed and printed jumbo size and returned first class mail the same afternoon.

MAIL TO:

DUKE PHOTO SERVICE
SOUTH STATION
ARLINGTON 4, VA.

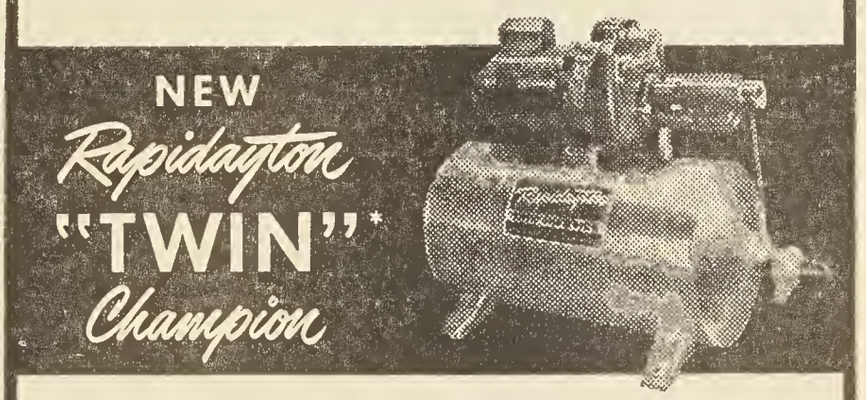
SEE OUR

RURAL EXCHANGE

PAGE 24

SOUTHERN ENGINEERING
COMPANY
ARCHITECTS—ENGINEERS
ATLANTA, GEORGIA

Pumps Full Capacity at 40 lbs. Pressure!



Here's the complete, automatic jet water system you need if you want "city water" conveniences—the new Rapidayton "TWIN". Pumps water from 0 to 140 foot depths! Has *two* impellers instead of one—gives you more water with more pressure than ordinary systems. See other big features at your dealer's. You'll be surprised at the low prices—complete ½ H.P. system low as $149.50.

*Trade Mark

Rural Sales Department
THE DAYTON PUMP & MFG. COMPANY, Dayton 1, Ohio
Please send me facts on the new Rapidayton "TWIN".

NAME _____

ADDRESS (or R.F.D.) _____

POST OFFICE _____ STATE _____

The Carolina Homemaker

EDITED BY REBEKAH RIVERS

Mrs. Ray T. Lee, Anson County, says her electric sewing machine has taken the drudgery out of fall sewing. She is a member of Pee Dee Electric at Wadesboro.

Fall is the time to consider buying an electric sewing machine. Many North Carolina homemakers have already found that .....

It's so easy to Sew Electrically

AT THE annual Congressional Dinner sponsored by Tarheel Electric Membership Association last April, Mrs. Ray T. Lee, an Anson County farm wife, treated the state's Congressional Delegation to a pictorial tour of her farm home. Using colored slides, this progressive North Carolina homemaker allowed the distinguished guests a peek into each room, pointing out to them the many electrical appliances she uses as servants in her household.

When she reached the large, sunny dining room, she pointed with pride to an attractive piece of furniture underneath her double windows. "This," she said, "is my electric sewing machine—one of my very favorite appliances. We bought it two years ago, so I have had plenty of time to compare it with my old, peddle model. Why, I can remember when one hour's sewing with the old machine would completely wear me out. With an electric machine, sewing isn't really hard work, and I can turn out so many more things with much less effort."

Mrs. Lee, as well as the majority of the state's rural (and urban) homemakers, is probably putting the sewing machine to good use this month. In the Lee household, there's a teen-age daughter who must have new school dresses. And there's a five-year old son who's going to need warm, new play clothes for the fall and winter. And there's probably a lot of patching to do for the entire family. But Mrs. Lee has found the easy way to meet these fall chores—the electric way.

Now's the Time to Buy

We're wondering how many co-op homemakers have learned, as did Mrs. Lee, that "sewing with an electric machine really isn't hard work . . ." and how many homemakers are still pushing a tredle-machine. If you haven't yet bought an electric sewing machine and the budget allows one, now's the time to look into the matter—in time for school sewing. And for those of you who are interested, we've prepared a few tips to aid you in your shopping—and we suggest that you make use of the check list on these pages as you look at the different machines.

Keep in mind during your "looking" period that you are buying a machine to serve your family for many years, and that no one machine will have all the features you desire. Therefore, you must decide on the features you want most, and select a machine that meets your family needs today and will be adaptable to family changes in the future. Consider the use to which you will put the machine. If you will use it only for plain sewing, patching, and making simple garments, a straight-sewing machine will prove satisfactory.

The swing-needle or zigzag-type machines are designed to handle a wider range of stitch styles, such as decorative stitching and embroidery, the making of home furnishings, place mats and napkins, seam finishing and buttonholes. Of course, these machines are more expensive, and your decision should be based on the amount of specialty jobs you will do on the machine.

Now comes your next decision: Will it be a portable or cabinet model? Two factors enter here: The amount of sewing you will do and the space you have available for the new appliance. The cabinet type has well-supported leaves and sturdy legs and will give good sewing support. It's always ready for use. There are attractive models on the market today, and the sewing machine can be used as a decorative, as well as useful, piece of furniture. Warning, though: The extra cost for a fancy cabinet might better be used for something else. If the household budget is strong, though, this won't be a factor. You will be able to find a cabinet that will blend well with your other furnishings, and some

of them double as bedside tables, desks, etc.

On the other hand, if you have a space problem you'll probably choose a portable machine. Some of them have extension tables, so that they have the same work space as a cabinet model. Look for a model with a base and carrying case designed for the machine: sturdy and well-finished. You will have a choice of either a lightweight or regular-head portable, and here again, the choice will be governed by the amount of bulky sewing you will do.

You will have still another choice to make between a long-shuttle machine and the round-bobbin type. The long-shuttle machine is simple and direct, usually easier and quicker to clean and oil, but noisier and not designed for high-speed operation as the round-bobbin class. Unless especially balanced, these machines are not well adapted to electric motors. The round-bobbin machine is usually smoother in operation and better balanced for higher speed.

Look at a lot of machines before making your choice. Visit around the neighborhood and discuss your friends' machines with them. Ask to try them. Check all the dealers available to you and try their machines. Choose one that is easy to handle and keep in good running order.

Comes the question of second-hand models. As you know, it's always better to buy a new machine than a second-hand model. However, if you feel that you can't buy a new machine, make the same consideration in buying the second-hand model as you would a new one. Above all, deal with a reputable dealer. Some of the old foot-tredle types can be motorized at a small cost. It's best, however, not to motorize a machine if it vibrates when foot-peddled at high speeds.

Keep in mind the light on the machine when you're looking. These small lights, of course, do not provide enough illumination for regular sewing, but they help when threading and using the machine. Machines finished with a smooth, glossy surface are easiest to keep clean, but light reflection may prove annoying. A green, brown, or tan finish is easy on the eyes. A crackle surface may also reflect points of light as disturbing as the glare from a gloss finish.

The two types of motor controls used with sewing machines are step control and carbon control. The step control changes the speed in a series of steps or jumps, usually 5 to 8 from slow speed to fast speed. The carbon control increases the speed from slow to fast smoothly and uniformly, resulting in easier control of speed.

(Continued on Page 24)

Sewing Machine Check List

Use this check list when you shop for your electric machine. The list was prepared by home management specialists of the United States Dept. of Agriculture.

	Yes	No
Easy to Use Features		
1. Is the upper tension setting shown by markings that are easy to see?		
2. Does the lamp throw light where you need it?		
3. Is the lamp placed so that it will not burn you during normal use of the machine?		
4. Is the stitch-length control scale easy to read?		
5. Will the machine stitch backwards		
6. Are there adjustable stop positions for the forward and reverse stitching control?		
7. Is the upper thread tension released when the presser foot is raised?		
8. Can the pressure on the presser foot be released for darning and embroidery?		
9. Is there a footrest on the electric foot control?		
Good Operation Features		
1. Is the machine quiet and free from objectionable noise and vibration?		
2. Does the machine run smoothly at all speeds?		
3. Is the knee or foot electric motor control comfortable for you to use?		
4. Does the motor start smoothly, providing easy starting as well as slow running?		
5. Is the machine easy for you to thread?		
6. Is the bobbin easy to take out and put back?		
7. Try the machine on some of your own materials, both straight and curved seams. Is it easy to guide when stitching curved seams?		
8. Notice whether the material has a tendency to drift to right or left, whether one layer of material tends to creep over the other during sewing. Does the machine satisfy you in this respect?		
9. Is the bobbin winder easy to use and does it fill the bobbin evenly?		
Adjustments		
1. Is the bottom tension conveniently located and easy to adjust?		
2. Are the tension adjustments clearly explained in the instruction book?		
3. Is the stitch-length control easy to use?		
4. Can the toothed feed dog be dropped out of the way for darning and embroidering?		
5. If the feed dog can be dropped, is the adjustment easy to get to?		
Easy to Care For Features		
1. Are the cover plates easily removable and all parts readily accessible for cleaning, oiling and greasing?		
2. Is the wiring protected against oil drip?		
3. Is the light bulb easy to replace?		
4. Is the machine easy to dust and wipe clean?		
Long Life Features		
1. Is the wiring located where it will not be pinched and is it protected against wear?		
2. Are adjustments provided for wear between moving parts?		
3. Is the cabinet well constructed: are hinges sturdy, legs well braced, and is the leaf well supported and level when opened?		
4. Are the service parts carried in stock?		

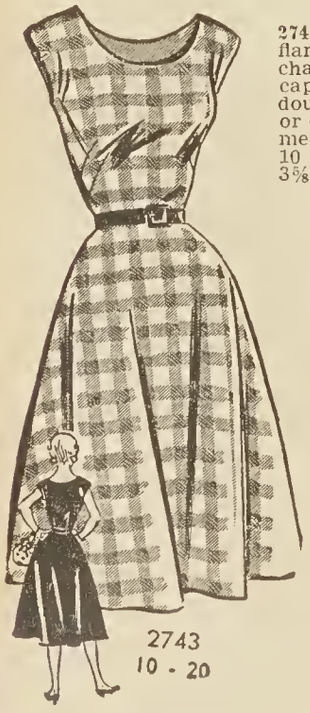
Dresses to Take You Into Autumn

2721. Collared, cap-sleeved, button-front style with dart-fitted waistline, tie sash has all-in-one cut, wonderfully slenderizing lines. Sizes 12 to 48. Size 18: 4¾ yds. 35-in.

2700. Suspender-strapped jumper for the younger miss of the household has pretty diamond-shaped pockets, fully gathered skirt, is teamed with collared blouse in puffed and long sleeved versions. Sizes 4 to 10. Size 8: Jumper, 2¼ yds. 35-in. Short-sleeve blouse, 1½ yds. 35-in. Long-sleeve blouse, 1⅝ yds. 35-in.

2621. Little girl's panelled, yoked design has pretty, contrasting Peter Pan collar, puffed sleeves, can be made in square-necked, sleeveless version. Sizes 2 to 8. Size 4 puffed sleeve style, 2¾ yds. 35-in. ⅛ yds. 35-in. contrast. Sleeveless style, 2⅛ yds. 35-in.

2743. Scoop-necked, flare-skirted charmer has brief cap sleeves, can double as jumper or cool, simple summer casual. Sizes 10 to 20. Size 16: 3⅝ yds. 35-in.

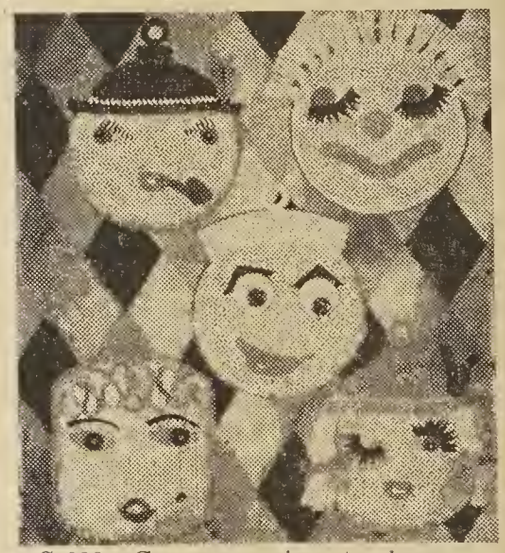


3079. Delightful design with deep-cut, open neckline, panelled bodice, cap sleeves, full skirt with a ripple of unpressed pleats in the center panel. Sizes 10 to 20. Size 16: 4¾ yds. 35-in.

Send THIRTY-FIVE CENTS in coins (no stamps please) for each pattern to Carolina Farmer, Post Office Box 42, Old Chelsea Station, New York 11, New York. For Fashion Book, add twenty-five cents.

Free Pattern Service

S-607. To end the worry of "white rings" on your table tops, crochet a set of glass jackets in any one of these six designs. Easy and quick to make—and just the thing for shower or Christmas



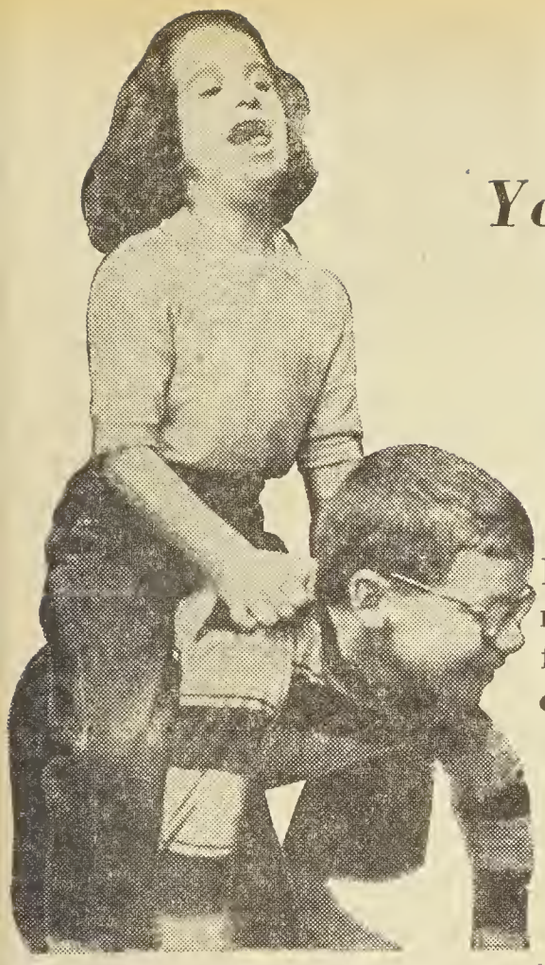
S-688. Gay companions to cheer your hours in the kitchen. Five whimsical face potholders for you to crochet and name to suit your fancy. Make a set for your church bazaar, or begin now making several for Christmas gifts.

Pattern Order Form

Please send me without charge pattern leaflets I have indicated below. I am enclosing a STAMPED, SELF-ADDRESSED ENVELOPE for the patterns checked.

☐ **Glass Jackets (S-607)**
☐ **Potholders (S-688)**

Name .....
EMC .....
Address coupon to Rebekah Rivers, Carolina Farmer, Box 1699, Raleigh, N. C.



Your Children and You

Duty to your children does not stop with clothing and feeding them. You owe them emotional security as well.

WITH the approach of fall, the emphasis is again on children. The school bells will begin ringing soon, and mamas are busy at the sewing machine turning out plaid school dresses with Peter Pan collars. A shopping trip into town with the children in tow is planned for the immediate future to purchase blue jeans and T-shirts, oxfords and book satchels. September is Better Breakfast Month, and the periodicals remind us to get our children off to school with a good breakfast under their Davy Crockett belts. And the routine of the household is changed to meet the demands of the school day.

All of these things are of great importance in the lives of your children They must be adequately clothed and properly fed. But your duty as a mother doesn't stop with the achievement of the physical necessities of your child. You must also set the household stage for the emotional and mental development of your offsprings. And this, most of us will agree, is far more difficult than feeding and clothing them.

A Family Life Extension Specialist at State College recently offered some excellent do's and don'ts for dealing with children. On the affirmative side, she suggests the following rules to aid you in helping your child to be a happy, stable individual:

(1) Always look for the cause back of the child's behavior. To aid you in this connection, we can send you a list of helpful booklets. (2) Be sure the child has opportunities to succeed. (3) Help your child to feel important. (4) Overlook little irritating happenings. Don't hear every bad word your child says. (5) Parents must agree on methods of discipline. The divided parents cause confusion in the mind of the child. (6) Place more emphasis on teaching children how to think rather than what to think. (7) Give praise when children earn it. (8) Give encouragement when they need it.

Show Self Control

(9) When possible, give reasons for requests. (10) Give a child an opportunity to talk with you privately. (1)) Give a child an opportunity to explain. (12) Apologize when you have made a mistake. (13) Show self-control when dealing with a child. (14) Keep your voice calm. (15) Get the child's attention before you give instructions.

And now for the don'ts in guiding child growth and development: (1) Don't expect all children to behave the same way or develop character at the same speed. (2) Never make promises which you do not expect to keep. (3) Never bribe a child to behave. (4) Never frighten a child to make him behave. (5) Guard against being critical of what children tell you, or acting shocked at what they tell you. (6) Don't jump at conclusions. (7) Don't use words which antagonize like "hurry" or "I told you so." (8) Never criticize a child in public.

Over the Lines With Becky

Picnic Stains

If you took our suggestion last month and treated your family to a good old-fashioned picnic, we wouldn't be surprised if you aren't facing the problem of removing stains of the event from play clothes. Since we suggested the picnic in the first place, we feel it our duty to help you this month with those pesky stains. *Grease* (hamburger, hot dogs, etc.)—Rub with soap and sponge with carbon tetrachloride if necessary. For colors, sponge with carbon tetrachloride. *Mustard*—Wash in hot soapy water and chlorine bleach. Sponge with wood alcohol to remove from colored fabrics. *Egg and Fruit*—Stretch material over a bowl, pour boiling water through stains. If stain remains, bleach with hydrogen peroxide. For colors: Sponge with cool water; apply warm glycerine for several hours. *Coffee*—Pour boiling water through stain. For colors: Sponge with warm water; apply warm glycerine. *Grass*—Wash in warm suds and rub. If yellow stain remains bleach with hydrogen peroxide. For Colors: Wash in lukewarm suds. If necessary, treat with alcohol, except on acetate rayon.

The Mail Box

The mail this month indicates that our co-op neighbors are interested in quilt, pot holder, and dishcloth patterns. We'll try to oblige all of you within the next few months. If some of you haven't written us your preference, hurry and get your name in the pot.

New Booklet

We've a good supply of a brand-new beauty booklet on our shelves just waiting for your requests. It's called, "Beauty is a Habit," and if you want a copy, just clip the coupon at the bottom of this column. If you have any special suggestions for the homemaking pages, include those with your order. The booklet is designed for both the homemaker, the teenager and the business girl. Enclose stamped envelope.

Booklet Order Form

Please send me without charge..... copies of "Beauty is a Habit."

Name .....

Address .....

Electric Co-op .....

TIPS from the VET

By DR. J. W. BAILEY

When Cows Carry Calves Too Long

The length of the normal gestation period in cows varies considerably, ranging between 260 and 296 days, with the average usually being figured at about 282 days. Although bull calves are likely to be carried longer than heifers, they are even then generally born fairly close to the 282-day average gestation period. However, abnormally long gestation periods are sometimes reported, with the calves that are being carried always being extremely large so that they cause serious trouble at freshening time.

These calves show evidence of an extra-long period of development by such things as long hair and an advanced stage of dental growth. Cows may be badly injured by attempts to "pull" such calves with a wire-stretcher or tractor, and they can often be successfully delivered only by a caesarean operation. Practically all of the calves from these over-long pregnancies are either born dead or die shortly after birth.

The cause is not definitely known, but it is generally believed to be an inherited factor. Research indicates that a normal gestation period is dependent on hormonal balance between the cow and her unborn calf. Accordingly, over-long pregnancies are assumed to be caused by some kind of an hormonal upset. A so-called "mutant" gene appears to be the cause of such trouble. When this "mutant" gene is not involved, cows go through normal gestation periods.

Nine calves out of a certain bull were reported as being carried for abnormal periods ranging up to 320 days. A cow that was mated to another bull had a gestation period of 369 days and was slaughtered because she was found to be carrying a dead calf that weighed 217 pounds. A few years ago an investigation of a single herd revealed 30 over-long pregnancies when the 282-day period was used as a base.

These over-long pregnancies usually follow pretty much the same sort of pattern. The first seven or eight months are likely to be perfectly normal, but the changes naturally expected at about the 280th day are absent. There is no udder development, the plevic ligaments fail to relax, and there is no indication of pregnancy other than increased body size. Cows eat and appear perfectly healthy until labor begins.

This may start at almost any time, sometimes as much as three months after the expected calving date. When labor does begin, the cow still won't be relaxed in a normal manner.

Rural Exchange

RATES—10C PER WORD, CASH WITH ORDER. NO STAMPS. MINIMUM AD—$2.00

● AGENTS, OPPORTUNITIES

FULL OR PART TIME AGENTS

No Experience Required—No Money Risk

Make Pay Day Every Day Selling Big Line Food ..and ..Household ..Products, ..Greeting Cards, Jewelry, Novelties. Fast Selling Premium and Combination Deals. Best Quality, Low Prices, Big Profits. Send No Money. Write for Particulars and Sample Leading Product FREE.

J. W. GIBSON COMPANY

Dept. 552 Indianapolis 6, Ind.

ADDRESS OUR CIRCULARS in longhand. Start immediately. $1 brings supply of circulars. Write: Elson Company, Box 116, Paxton, Illinois.

GROW MUSHROOMS. Cellar, shed. Spare, full time, year round. We pay $3.50 lb. WE PAID BABBITT $4,165 in a few weeks. FREE BOOK, MUSHOOMS, Dept. 247, 2954 Admiral Way, Seattle, Washington.

INVENTION RECORD and Patent Information Booklet free on request. Franklin W. Durgin, Registered Patent Agent, 410 Hill Building, Washington 6, D. C.

SELL MINERAL FEED to farmers, feeders, dealers. State age, feed sales experience, territory covered. Full or part-time. Commission basis. Write Farmers Friend Minerals, Napoleon, Ohio.

$50 Weekly, sewing our ready cut children's dresses and baby booties. Sample catalogue. Details and starting instructions, 25c. Leff Sales, Kawkawlin, Michigan.

SEWING MACHINES

(Continued from Page 21)

Be sure the dealer with whom you trade has a reputation for giving good service. Ask for a guarantee to protect you against the possibility of inferior or defective parts or concealed damage. The agreement should be in writing. Buy a well-known brand machine.

Ask all the questions you're wondering about. Take time to select your machine before choosing the cabinet. Sew on the machine long enough to make sure it will do the job you will demand of it. Operate the machine to see how comfortable it is. Upon delivery, try the machine immediately to see that it sews as well at home as it did in the store. Learn to use and operate it. Learn to make all adjustments. Oil and grease it according to the manufacturer's instructions.

SLOW DOWN

and LIVE

● FOR SALE

GARDEN TRACTORS 3hp $100. Complete with cultivators. Satisfaction or money back. Universal Manufacturing Co., 324 West Tenth, Indianapolis 2, Indiana.

PAINT, OUTSIDE TITANIUM, Lead and Oil. Guaranteed not to peel. $4.95 value, special factory price, $2.25 gallon. Free sample. Snow White Paint, Toledo, Ohio.

HOG, COW AND MULE Medicines manufactured by National contain all known mineral essential for healthier herds that bring higher prices. Ask dealer or write us for free folder. National Hog Medicine Company, Box 1634, Raleigh, N. C.

NAME AND ADDRESS rubber stamp with ink pad. $1.00 postpaid. R. C. Savage Agency, 619 Rosemont Avenue, Wilmington, N. C.

● OF INTEREST TO WOMEN

MAKING POTHOLDERS, APRONS, TOWELS? Sew in magnets so they cling to stoves, metal cabinets. Ten superpowerful permanent rustproof magnets only $1. Hundreds of uses. Fun for kids. Send cash or MO to MAGNETS, 196-F Commercial Building, Raleigh, N. C.

$300 FOR YOUR CHILD'S Photo, all ages, if used for advertising purposes Send one small photo for approval. Print child's and Mother's name, address, on back. Returned 15 days. No obligation. ADVERTISERS PHOTOS, 6000-CNH Sunset, Hollywood 28, California.

● WANTED TO BUY

DO YOU HAVE an old auto stored away? Here's your opportunity to convert it into cash. Highest prices paid for early models. Also want steam-powered tractors. Write complete information, price wanted, to J. J. Malpass, Burgaw, N. C.

POEMS WANTED FOR musical setting by America's largest songwriter organization Immediate consideration. Five Star Music Masters, 465 Beacon Bulding, Boston, Mass.

● POULTRY

SPECIAL! AAAA Bloodtested, heavy breed chicks. Straight run Silver Hamps; New Hampshires; White Rock Cross. $8.00, 100; $15.00, 200. Quick COD shipment. Live delivery guaranteed. Crestwood Farms, Sheridan 7, Pennsylvania.

FINEST QUALITY LOWEST PRICES! AAA Assorted Heavy Breeds, $6.95 per 100, our choice sex-breed (Positively no Leghorns) COD AAA Heavy Breeds, all one kind, our choice, guaranteed straight run, as hatched, $8.95 per 100. AAA New Hampshire Reds, Rhode Island Reds, Barred Rocks, White Rocks, Wyandottes, Barred-Crosses (egg production type) your choice these wonderful heavy breeds straight run as hatched $10.95 per 100. Also Black Giants, White Giants, Silverlaced Wyandottes, Buff Orpingtons, Light Brahmas $13.95 per 100 as hatched. These Extra Heavy Special Breed Pullets $19.95 per 100. S. C. White Leghorn (Large English Type Ghostley Strain) Pullets $24.95 per 100. Also Brown Leghorns, Black Leghorns, Black Minorcas, Anconas ALL PULLETS $26.95 per 100. Fifteen Bronze or White Holland Broadbreasted Turkey $10. Twelve Giant Pekin Ducklings $4.50 100% Bloodtested. 100% Live Delivery Guaranteed. Prompt shipment. RUBY BABY CHICKS. Dept. NCRA-1, Norfolk, Virginia. Phone Madison 2-9040.

Hale!

SUPERIOR

"Daddy, my teacher wants me to prove that the white man is superior to the Indian," said Johnny. "Can't you help me?"

"Don't think so," replied Daddy. "When the white men took over the country the Indians were running it. There were no taxes. The women did all the work. How could they improve on a system like that?"

* * *

MIXED-UP

On the first day of summer school, the little boy was telling teacher about his new dog.

"What kind of a dog is it?" asked the teacher.

"Well, he's a mixed-up kind," replied the small owner. "Sort of a cocker scandal."

* * *

DANGEROUS AGE

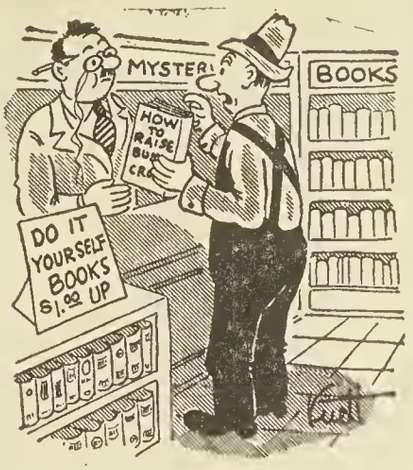
Overheard: "We left our son alone tonight. He's at the age now where we don't trust him with a baby-sitter."

* * *

UP-TO-DATE

The medical student was complaining to the school librarian. "Haven't you any more recent books on anatomy? These are at least ten years old."

"Look, Bud," said the librarian, "there have been no bones added to the human body in the last ten years."



"Now I want a book on 'How-to-Sell' all the stuff I've learned 'How-to-Raise!' "

TRICKY

A young mother had trouble with a small son who had locked himself in the bathroom and either could not or would not unlock the door.

Finally, she called the Fire Department and explained the situation. When the fireman was told it was a little boy, he called into the bathroom, "You come out of there, little girl."

Promptly the door flew open and an indignant boy marched out. The fireman grinned, "Works nearly every time."

DEFINITIONS

. . . A bore is a person who wants to talk about himself when you want to talk about yourself.

. . . Junk is something you keep for ten years and then throw away two weeks before you need it.

. . . A golfer is a guy who can walk several miles toting 100 pounds or more of equipment, but who has Junior bring him an ash tray.

* * *

UNINVITED GUESTS

"Did you fish with flies?" asked a friend of the returned vacationer.

"Fish with flies? Yes, we fished, camped, dined and slept with them."

* * *

INFORMATION FOR THE JURY

Judge, after charging jury: "Is there any question you would like to ask before considering the evidence?"

Juror: "A couple of us would like to know if the defendant boiled the malt one or two hours and how did he keep the yeast out?"

* * *

SUPER GIFT

An eight-year-old asked his mother for some money to buy a gift for the priest who had taught him religion all year. The mother gave him a quarter so he could get something nice.

Butch reported later that although the gift had been selected with great care, the good father had looked at him with a cool questioning eye.

The present Butch had purchased was a fine cigar, the kind with "It's a boy" on the wrapper.

"Guess what we've been playing?"

"I still want an electric washing machine!"

EDITORIALS

The Shouting

The Dixon-Yates fiasco is all over—except for the shouting. The city of Memphis told everyone concerned that it had no intention of buying one kilowatt-hour of power from the D-Y syndicate, and that as a last resort it was planning to build its own power plant.

The Eisenhower administration then sent FBI agents to Memphis to investigate the good faith of the city fathers. Following that ridiculous move, the Dixon-Yates contract was cancelled. So, the long, bitter battle was over, with everyone except Messrs. Dixon and Yates claiming victory. The latter served notice that they would expect the government to reimburse their expenses, since they had gone ahead with groundbreaking while the fight was still on. These "expenses" were reported to be in the millions of dollars.

Meanwhile, Senator Keefauver's anti-monopoly subcommittee keeps on with some digging of its own. Among other things, it has unearthed the distasteful story of one Adolph Wenzell, a Wall Street banker who helped draw up the D-Y contract as a consultant to the Budget Bureau. Seems that Mr. Wenzell's firm was then selected to act as financial agent for the deal. When this story started making the rounds, Mr. Wenzell's firm decided it would act without fee, as a patriotic gesture. Mr. Wenzell's part in the deal had handilly been omitted from the chronology of events leading up to the contract which the President had ordered the Atomic Energy Commission to prepare.

Keefauver has found more, including the pressures applied by Presidential Assistant Sherman Adams. From all indications, there is much more to come.

Senate Vindication

For well over a year the North Carolina electric cooperatives located in the service area of the Carolina Power & Light Company have stated their willingness to purchase Kerr Dam power under the same arrangement provided in 1952 for the Virginia cooperatives located in VEPCO's service area. The Carolina Power & Light Company has adamantly opposed such an arrangement.

If anyone doubted the basic soundness of the co-op's position on this matter, that doubt should have been resolved by the words of the Senate Appropriations Committee last month (see story on page 7).

NOW, WHAT'S NEXT?

Fitzpatrick in the St. Louis Post-Dispatch

TARHEEL VIEWS

By William T. Crisp

Have you ever wondered just how you could make the most effective use of an electric motor—or an electric fan—or the lighting in your home—or the brooding lamps in your chick brooder? The odds are that somewhere in your neighborhood there's a 4-H club member who can show you how to get results from these things you never dreamed possible.

That's because 4-H club members throughout North Carolina are taking an increased interest in the useful application of electricity on the farm and in the home. Chief cause of this increased interest is the Electric Demonstration Contest sponsored among 4-Hers by Tarheel Electric Membership Association and your rural electric cooperative. (See story on page 14).

You would have taken great pride in seeing the six district winners perform their demonstrations in the state finals at State College on June 29. These boys and girls showed not only remarkable knowledge of their subjects, but poise and cool-headedness in standing before large audiences and telling their stories.

Why is your electric cooperative interested in such a program? It is because we have always believed in that old saying, "the most important crop grown on our farms is the children." That "crop," if cultivated with foresight and imagination, results in a harvest of intelligent, forward-looking farmers, homemakers and civic leaders in a very few years. And each generation thereby lifts the standards of our social and economic system even higher.

Next month a delegation of 4-H club members is going to Purdue University to attend the 1955 meeting of the American Institute of Cooperation. Your cooperative, by giving nominal support, will be helping these boys and girls to make the trip.

Next year AIC is holding its annual meeting at State College here in Raleigh. Over 3,000 delegates will attend.

Rural electric cooperatives have become strong business enterprises, serving some of the vital needs of our farm people. These enterprises depend upon rural leadership and an ever-expanding application of their services for continued success.

By encouraging 4-H members to learn more about electricity—and to demonstrate to others what they have learned—the cooperatives are making an investment which will reap dividends for everyone in the near future.

Ways to recognize smart farmers

Contour Plowing

To prevent loss of topsoil by rain and erosion smart farmers plow their hilly land following the natural contours. It means that they not only keep the valuable topsoil, but they also waste less fuel plowing this way, plow more effectively and get a greater yield from their crops!

Bunker Feeding

Up-and-coming livestock farmers are taking advantage of "mechanized grazing" and bringing field pasture right to the animals. This way they get more from each pasture, harvesting it at the right time. There's no hoof damage and no chance of overgrazing . . . and more energy goes into milk or meat!

Savings Bond Buying

More and more farmers every year are insuring their future this safe, easy, systematic way. By putting part of each year's earnings into Series "E" Bonds they can plan ahead to the time they'll need money for machinery replacements, the children's education or retirement.

For every $300 they put away in Bonds *now* they can plan on $400 in 9 years 8 months. And there's no trouble buying Bonds, either. You can get them at the nearest bank with no long waiting in line and no red tape. So why don't *you* get into the Bond "habit" too?

SERIES "H" CURRENT INCOME SAVINGS BONDS

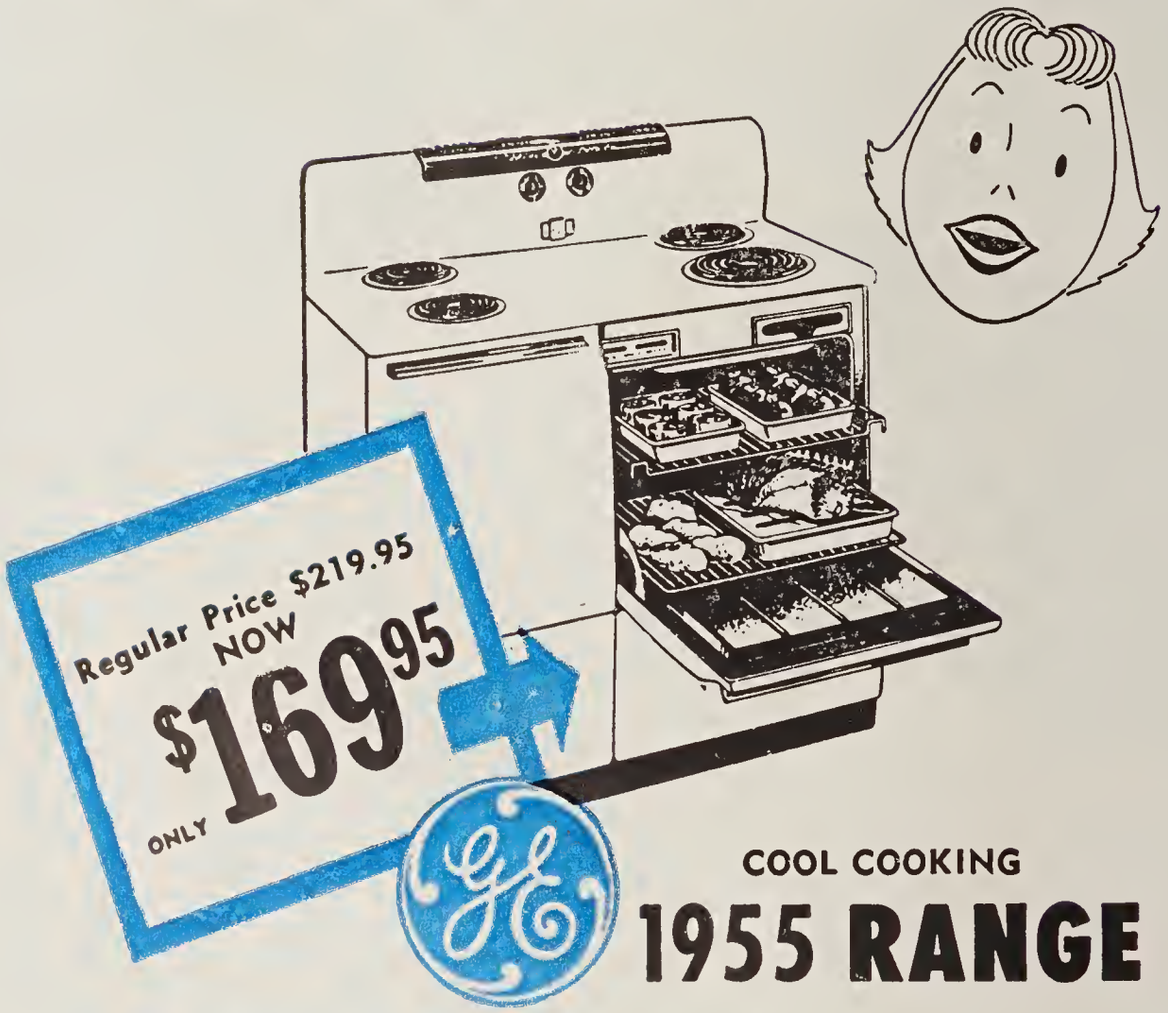
Series "H" is an ideal savings plan for those who want interest paid by check every 6 months, instead of letting it accumulate. Interest is paid at an ascending rate, with an overall yield of 3% compounded semi-annually for 9 years 8 months.

The U. S. Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donations, the Advertising Council and

This Publication

Save $50.00

on the New, Cool Cooking G-E Range!



COOL COOKING

1955 RANGE

- **PUSH BUTTONS**
- **BIG WIDE-OPENING OVEN**
- **HI-SPEED CALROD® UNITS**
- **"FOCUSED HEAT" BROILER**
- **BIG, ROOMY STORAGE DRAWER**

Plus dozens of other famous G-E cooking conveniences in this big 40-inch electric range at a bargain price!

SEE YOUR NEAREST G-E DEALER RIGHT AWAY

WALKER MARTIN, INC. Distributor, Raleigh, Charlotte, Greensboro, Asheville